

# THE FIRST KOREAN-AMERICAN

Seo Jae-pil — a.k.a. Philip Jaisohn — was one of the most important figures in the fight for Korean independence from Imperial Japan.

Groove is the No. 1 magazine for

finding out what's new, what's news and what there is to do.

# GROOVE

KOREA • February 2013

www.groovekorea.com

## HOW THE LIBERATION BLEW IT!

If at first you don't succeed,  
try the same strategy again.

## OUR NEW PRESIDENT

Three young women  
reflect on Korea  
inaugurating its first  
woman president

## INTERVIEWS

Stars, Japandroids, Social Underground,  
Edward Burgos, Paul Stafford

## SEOUL'S BEST SUSHI

Foodies scour  
for the best  
sushi in  
the city

## THE ROAD TO JEJU

Seoul can be a melting pot  
of culture and color, but  
I decided it was time  
for change

# GET DOWN TO BUSINESS

Expatriate entrepreneurs share how they got started,  
what it took to keep their business going and how you can join their ranks





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# What's in a stereotype?

● An interesting thing happened last month when a meme meant to counter commonly held stereotypes of Koreans went viral on the internet.

It considered a number of stereotypes, including plastic surgery, the consumption of dog meat and the height differential between males of Korea and those from other nations. Let's take a closer look.

**Stereotype:** All Korean women have had some kind of body-altering plastic surgery.

**Reality:** While it's true that Korea tops most national surveys on plastic surgery trends, it's a stretch to say that all women have been under the knife. In 2009, 20 percent of women in Seoul between the ages of 19 and 49 said they had undergone plastic surgery. That number, of course, would be considerably lower in the rest of the country.

**Stereotype:** Koreans are short.

**Reality:** South Korean males are, on average, the tallest in Northeast and Southeast Asia. At 171 cm in height, they are even taller than Brazilians and Nigerians.

**Stereotype:** All Koreans either eat dog meat, have eaten dog meat, or are obligated to answer to the fact that some Koreans eat dog meat.

**Reality:** According to a study by the daily newspaper Hankyoreh, 15.3 percent of Koreans eat dog meat more than once a year, the vast majority of which are of the older generation.

There were more stereotypes, but you get the picture.

The reaction to the anti-stereotyping campaign was predictable and at times comical. A large number of people supported it, but a sizable number took the low road by choosing to fight

these stereotypes with stereotypes they have been subjected to by Koreans. In other words, they excused stereotypes of Koreans by invoking unrelated stereotypes by Koreans.

It's true that we're all guilty of generalizing and stereotyping from time to time. What matters is that we have the common sense to attempt to curve our propensity to stereotype — not to make excuses for it. Leave your stereotypes at the door and enter Korea with an open mind.

**Editorial by**  
**Matthew Lamers**

Have something to say?  
mattlamers@groovekorea.com

## HOT ON: WWW.GROOVEKOREA.COM

Food & Drink:

### Bottoms up

Reilly's is an Itaewon newcomer on the third floor of an unassuming building you've probably walked by 500 times. The beer menu is a showstopper with enough ales, lagers, stouts, porters and pilsners to make your head go fuzzy. Trying more than one is an absolute must, and trying a few is more than likely for any beer lover (no one around here will judge if you pour yourself into a cab three hours later). The Magpie Porter is a customer favorite, along with the sweet Schloss Dunkel and the blacker-than-black Seorak Oatmeal Stout.

I was enraptured by the Scottish Wee Heavy. Served in a dazzlingly large glass and topped with a creamy head, my heart was on wings. So when Troy Zitzelsberger, the self-named Beer Guy of this cozy establishment, appeared at my elbow and asked if I'd like another round, I said, "Well sure!" His status as a certified cicerone makes him more like a Beer Doctor.

**Story by Shelly DeWees**

Read it online in February  
or in print in March.

Food & Drink:

### Adventures in dieting

When Jessica Felkel and her husband moved to Korea last year they had had a difficult time adjusting. Cooking soon became a creative outlet of sorts, and it wasn't long before they were using food as comfort.

Everywhere they went, they were given unsolicited advice — gentlemen told them they eat too much meat and cab drivers only seemed to know two words in English, "big size," along with the arm motions to match. A turning point came when an old lady stopped in the middle of the street as she was passing just to gawk at them as they walked by, and kids, who might normally just glance at a foreigner, actually stared with their mouths hanging wide open.

They decided to embark on a 100-day Weight Watchers crash diet. Using only ingredients they can get in Korea, follow the Felkels as they lose a lot of weight in a short period of time. Recipes are included.

**Story by Jessica Felkel**

Read it online in February  
or in print in March.

Food & Drink:

### The Kyungnidan copycat

Pork should never be the focal point of disputes. Gastronomically speaking, it's too delicious, fatty and tender. Enter two gourmet sandwich shops. One is in South Korea, the other 5,000 miles away in Vancouver, British Columbia. Who will remain top dog after the fatty drippings settle? Only a stomach can rightly decide. In special circumstances, however, originality holds the trump card. Porchetta opened in Itaewon this past summer without much fanfare. In the Noksapyeong district, next to area favorites such as The Concorde and Maloney's, the gourmet sandwich shop serves up, well, porchetta, the fatty pork roast of Italian concoction. In the weeks after my initial visit, however, I discovered the restaurant had some "inspiration."

Upon further review, I came to discover that Porchetta was not what it seemed to be. In fact, it was a complete replica of a restaurant in — wouldn't you know — Vancouver.

**Story by Julian Austin**

Read it online in February  
or in print in March.



A black and white fashion advertisement for Givenchy. The image features a woman with long, wavy blonde hair, wearing dark, rectangular sunglasses. She is looking slightly to her left. She is wearing a dark, sleeveless dress with a high, ruffled collar and a large, draped ruffle on the right side of her back. The background is a plain, light gray. The word "GIVENCHY" is printed in a bold, white, sans-serif font across the lower middle of the image.

GIVENCHY



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Groove Korea Magazine 2013



# MOSCHINO



## Connecting Communities

Introducing some of the editors, writers and photographers behind February's issue.



**Walter Stucke**  
U.S.

Walter is based in Busan. He was born and raised southwest of Chicago. In 2011, Walter received his MA in world history with a specialization in Korean history from East Tennessee State University in Johnson City, Tennessee. His graduate studies focused principally on the condition of Korea at the end of the 19th century and beginning of the 20th century. Walter contributes the monthly history column, "Korean History."

**Mishka Grobler**  
South Africa

Mishka is a South African film and media graduate of UCT, born and raised in Bloemfontein. She is currently recovering from being an English teacher attempting to acclimatize to Korea before moving back to the warmer climates of the Southern Hemisphere. Passionate about food and film, she isn't done sifting through the rest of the world's treasures just yet. Mishka contributes the monthly "Mildly Ravenous" column.



**Kevin Kilgore**  
U.S.

Kevin, aka 정고빙, is an American cartoonist posing as an English teacher in the metropolis known as Seoul and earned an MFA from the Center for Cartoon Studies. He draws comics about living and teaching in Korea and receives his special cartoon powers from healthy doses of espresso with lots of sugar and baguettes (French bread, if you're American). He contributes the monthly comic "Ddong Man" to the Funny Page.

**Kang Seo-hyeon**  
Korea

Seo-hyeon studies graphic and package design at Hanyang University in Seoul. When she's not illustrating, she's listening to hip-hop in Hongdae and taking photos in the Yongsan area. Another of Seo-hyeon's hobbies is collecting graphic novels. She specializes in character design. This month, Seo-hyeon contributed an illustration to the Insight section.



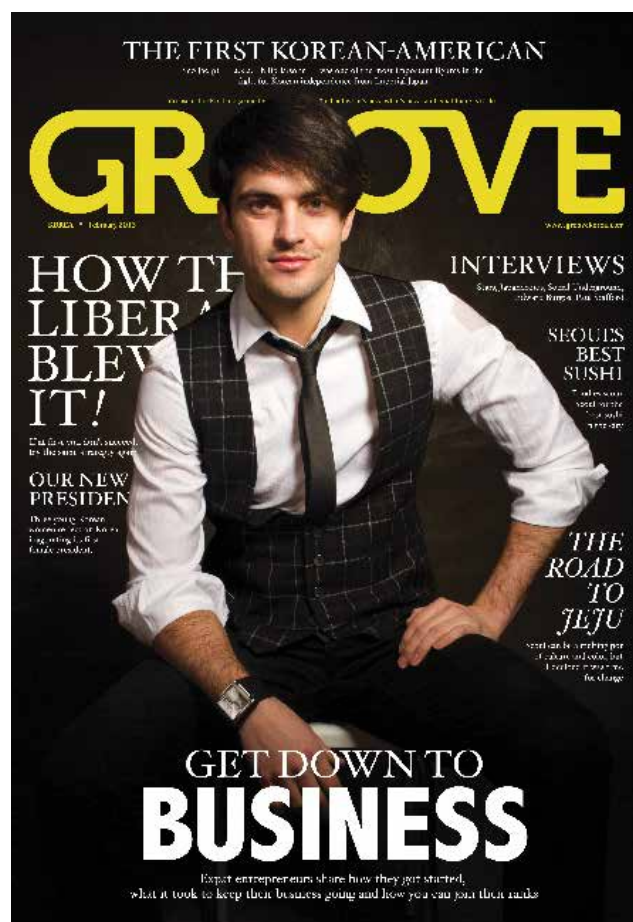
**Adela Ordenez**  
Honduras

A freelance Illustrator from Honduras, Adela is studying advertising design in Costa Rica. She is passionate about illustration, travel and music. Her international globetrotting has rubbed off on her work and she has clients in a number of different countries. Adela contributes artwork for the Insight columns.

## On the cover: Down to business

Go on, admit it. At some point you've probably fantasized about starting up a business and getting out of the rat race. We interviewed expat entrepreneurs to find out how they got their start, and what it took to keep their business going.

See the full story on Page 26



Cover photo by James Little / Design by Daniel Sanchez

Our past three issues:



**January 2013**

12 flights for under \$500  
The 'impossible' rise of Korea  
Stretch your potential



**December 2012**

Korean pilgrimage diaries,  
Christmas dinner in Korea,  
Breathtaking destinations



**November 2012**

Japan's shame, Pyongyang  
International Film Festival,  
Chasing autumn, Veg 101



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Social Underground — a party designed to take clubbing back to its roots — pulls out all the stops for its anniversary celebration this month at Club Exit.



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Park Geun-hye's term as president of South Korea begins on Feb. 25, but there is another side to her narrow Dec. 19 victory. The election was as much a Democratic United Party defeat as a Saenuri win.

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Three young Korean women reflect on the inauguration of the country's first female president.

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### Repatriate Me

My first Christmas home in years really began about a month before — on Nov. 22, America's Thanksgiving Day — when I drove past a place selling wreaths (3 for \$12) and Christmas trees.



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### Coffee confusion, cleared up

There are plenty of aspects of the Korean language that leave the average expat scratching his or her head. Coffee, however, is fairly uncomplicated — if you're willing to settle for the fixed options on the menu. But if you want your drink tailor-made, you might end up ordering more than you bargained for.

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While it offers a range of pasta dishes, the café specializes in panini, which are available in full or half portions.

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Ahead of their February debut in Seoul, we caught up with guitarist/singer Amy Milan to talk about recording in Namia, all-time favorite lyrics, and the mysterious beauty of Canada's north.

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Artist's Journey's Wilfred Lee sat down recently with two veterans in the film community, director Edward Burgos and director/actor Paul Stafford, to discuss their most recent film, "A Cold Soul," and the future of expat filmmaking.

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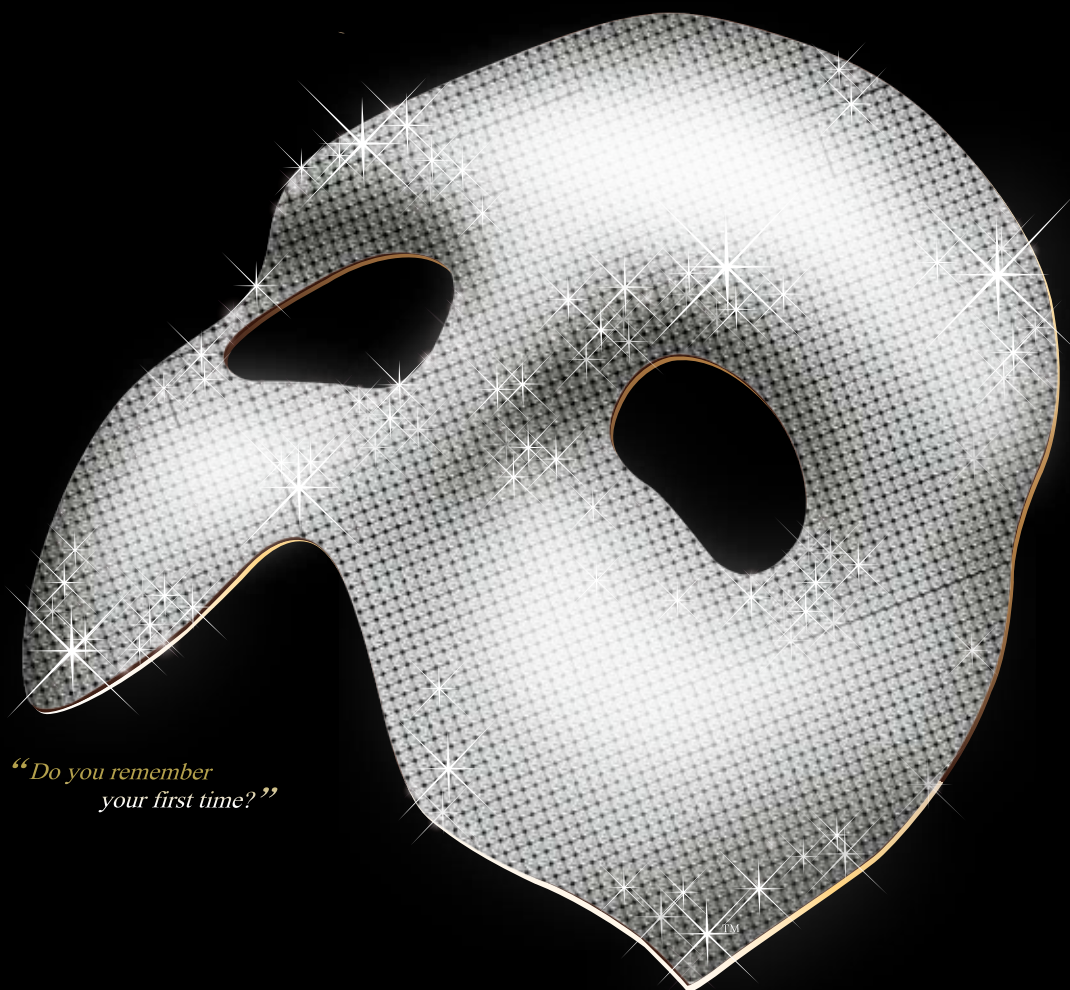
### Korean DVD Corner

"My Way (마이 웨이)" and "War of the Arrows (최종병기 활)"



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"It's 25<sup>th</sup> anniversary... The enduring magic of Phantom." \_ The Telegraph



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### Interview: Japandroids

Japandroids bring their wide-eyed, cathartic brand of Springsteen-meets-The Replacements rock 'n' roll to Korea this month.



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### Seoul's best sushi

To find the best sushi, bulgogi, and sweet and sour pork, Groove Korea tagged along with foodies from Korea, Japan and China as they scoured Seoul for their respective country's best eats. This month we go after sushi.

## DESTINATIONS

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I decided it was time for a change. So I packed the family up and we moved to Jeju Island: the home of black pigs, black rocks, beaches and clean air.

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### The throbbing heart of Vietnam

Ho Chi Minh's skyline may not take your breath away, but the diversity of architecture is amazing. If you're privileged enough to get a view of the city, you'll be reminded of a painter's palette as you take in the varying hues of blue, green and red.

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### Daegu in a day

Daegu — tired of being ignored by tourists — is trying to raise its profile on the national stage and attract more visitors to the "city of apples." Chief among its strategy is the relatively new — and very affordable — City Tour service. If it's a glimpse of Daegu's best sights you're after in a day or less, then there's no better way than jumping on the double-decker City Tour Bus.

## COMMUNITY

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### A Canadian tradition, in Seoul

A 43-year-old English teacher from Edmonton, Alberta, Robert Gibson has been a member of Canada Ball Hockey Korea since it began back in the fall of 2008. In that time, the CBHK has grown to eight teams and nearly 120 players, while also creating a welcoming and inclusive community for expats in Seoul due in large part to the efforts of volunteers.

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### Put the sparkle back in your smile

The Oaks Dental Clinic opened its doors at Gangnam Station in March 2010. The clinic has been tapping the expat and tourist market in Seoul, after identifying what it called "a lack of proper service." Although the majority of its clients are Korean, there is now a steady flow of international clients as well.

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### Hotel specials

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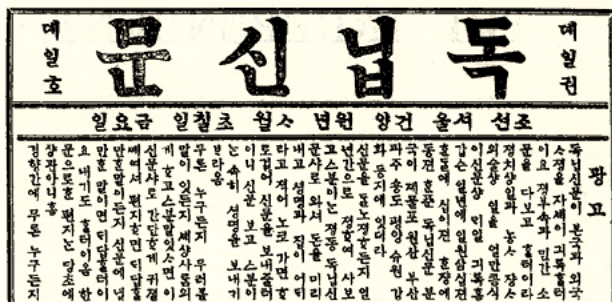


# Must Reads

## The first Korean-American

Page 34

Seo Jae-pil — a.k.a. Philip Jaisohn — was one of the most important figures in the fight for Korean independence from Imperial Japan. He was the first Korean to gain American citizenship, and returned to Korea in 1896, with the desire to instill into the Korean mind Western value and to set in motion plans for the preservation of Korean sovereignty.



## How the liberals blew it

Page 38

The Democratic United Party retains a student protest mentality that comes from the anti-dictatorship movement. They are great at throwing stones. But they do not seem to realize that this is not enough to win. Ahn Cheol-soo represents the future, but it won't be with the DUP.



## Interview: Stars

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Ahead of their February debut in Seoul, we caught up with guitarist/singer Amy Milan to talk about recording in Namia, all-time favorite lyrics, and the mysterious beauty of Canada's north. The Stars will hit the stage at V-Hall in Seoul on Friday, Feb. 22 at 7 p.m.



## Starting a business in Korea

Page 26

Go on, admit it. At some point you've probably fantasized about starting up a business and getting out of the rat race. Groove Korea interviewed more than a dozen expat entrepreneurs to find out how they got their start and what it took to keep their business going.



## A Canadian tradition in Seoul

Page 88

Since it began back in the fall of 2008, Canada Ball Hockey Korea has grown to eight teams and nearly 120 players, while also creating a welcoming and inclusive community for expats in Seoul due in large part to the efforts of volunteers. The new season starts this spring and the league is accepting new players ahead of its draft.



## The road to Jeju

Page 74

An amazing barrage of sound, smells, neon and nightlife, Korea's sprawling megacity can be a wonderful melting pot of culture and color. But it can also be a city of chaos, cars, crowded subways and choking smog. I decided it was time for a change, so we packed up everything we owned and moved to Jeju.



# Groove's Inbox

What's on your mind? Share your thoughts on a Groove article: Did you love it? Did it suck? Are you planning a charity concert and want to spread the word? This is your page — get your message out!

Facebook it; tweet it; email it to [submissions@groovekorea.com](mailto:submissions@groovekorea.com)



Website

Re: 12 flights for under \$500

Great concept for an article. Before these low-cost airlines came into Korea a few years ago it used to be impossible to get a flight to Japan or China for a reasonable price. I once paid 900,000 won to fly to Osaka (it was Christmas and I needed a break), but now I see you can fly to Japan for 120,000 return. Incredible. Borneo, Laos, Hokkaido — all for under \$500! Just incredible.

— Nathan Yurnre

Re: Staying motivated to study Korean

After reading the 2011 pilgrimage diaries, I am very pleasantly surprised that MacGregor and his crew did another, using film. Would appreciate a tip as to date/time/location of the film debut in Seoul. (Ed. note: it will be on or near Buddha's Birthday.) A movement to conduct these pilgrimages could take hold. Perhaps the Korean tourism industry could take a tiny hint from this experience. If so, much might be learned and shared to advance a more peaceful coexistence, starting here on this peninsula. Temple stays themselves notwithstanding, the journey from one to another appears to have profound effects, so much so that the stimulus for these pilgrimages from 13 centuries ago found himself overcome with wisdom and achieved his ultimate enlightenment as a result of his pilgrimage.

— Paksanim

Re: Keeping the miracle going

You know, there are plenty of other countries that have risen from the ashes to become developed countries in the last half-century. Before Singapore broke off from Malaysia, for exmple, there was barely anyone living there. I don't want to take away from Korea's success, however. This place is changing so fast, who know how far off we are from the Neo Seoul in "Cloud Atlas"?

— Ron Werin



Facebook

RE: Gay culture in Korea

I'm Pat Leezy, 24-year-old director. I just wanted to share the latest video I directed in Seoul. A friend of mine shared an article about gay culture in Korea that was published on your site that had many comments. So I thought it'd be the right place to ask you to share with your fans since they probably could relate to it and be very moved by the message. The title is "Standing In Shadows." It's a gay rights public service announcement. There are subtitles available in English, French, Japanese, Chinese and Spanish. Feel free to watch and share: [youtu.be/mMywAnBMHKY](http://youtu.be/mMywAnBMHKY).

— Pat Leezy



Correction

Both the print and online editions of Groove Korea's December issue incorrectly listed the phone number for Suji's Restaurant & Bar. The correct number is (02) 797-3698. We sincerely apologize for the error and deeply regret any inconvenience caused. — Ed.

by HAND

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# KOREA JOONGANG DAILY

In association with

International Herald Tribune

NATIONAL NEWS with GROOVE

February 2013 / [www.koreajoongangdaily.com](http://www.koreajoongangdaily.com)

## NO HOPPY ENDING IN SIGHT FOR BREWERIES

Brewmaster Yun Jeong-hun was well known locally before he headed to China two years ago. The 43-year-old had served as a judge at international beer competitions, worked in microbreweries overseas and completed a brewing course in the United States before returning to Korea on a quest to transform the domestic beer market. Yun aimed high. He opened two pubs and began brewing house beer. But it wasn't long before he was forced to close shop. High taxes and rigid alcohol policies made it impossible to make ends meet, he says. "It was a desperate decision moving to China to build a beer factory, but I simply couldn't penetrate the Korean beer market."

The local scene has been dominated by two breweries — Hite-Jinro and Oriental Brewery. Oriental Brewery, established by the Doosan Group in 1952, is responsible for the OB, Cass and Cafri lagers. Hite-Jinro produces Hite and Max.

The domestic beer market is estimated to be worth 4 trillion won (\$3.76 billion). OB accounts for around 55 percent of local production while Hite-Jinro dominates almost all of the remaining 45 percent. There is little question as to why Cass, Hite and Max aren't impressing. They are the reasons behind Korea's unflattering titles like "The land of the bland," "Home to the piss of the devil" and "Where beer tastes like cASS." But what is less certain is why fuller, more assertive brews haven't taken bites out of the market.

### Putting money where their mouth is

There have been signs for some time that Koreans are thirsting for better beer. The total production of Korean beer by Hite-Jinro and OB has stayed consistent between 2008 and 2011 while to-

tal imports have been continuously increased over the same period.

Under current laws, it is very difficult for local establishments to brew their own beer because of the tax system applied to alcohol production.

Most countries calculate taxes based on each brewery's production capacity — the less you produce, the less you pay in taxes. But the Korean government calculates taxes based on original costs. If the original cost of producing one bottle of beer is 1,000 won, a beer manufacturer has to pay 720 won in liquor taxes (72 percent). An additional tax that collects revenue for education is also applied (30 percent of the liquor tax, which in this case is 216 won). Then there's the 10 percent value-added tax.

"Taxes applied to Korean breweries are 100 times higher than those in Germany," says Lee Dongphil, president of the Korea Rural Economic Institute. The only way for breweries to lower the tax burden is to cut down on the original cost. And as Korean drinkers know too well, cost reduction correlates strongly with a drop in quality.

Other policies have added to the difficulties. In order to open a brewery, one has to be licensed by the government. Previously, a brewery had to be equipped with 1,850 kiloliters of storage space. The standard was lowered substantially to 100 kiloliters in 2009 by the Fair Trade Commission. "In order to meet the current standards, one needs between 6 and 10 billion won," says Lee Won-sik, president of Oktoberfest, a chain of pubs in Korea.

### The high cost of low prices

Despite the high taxes imposed on production, local beers are relatively cheap. This is because

they are classified as an essential market product. But the low prices don't come without a cost — breweries are largely unable to control prices.

According to Korea Price Information, the prices of jjajangmyeon (noodles with black bean sauce), seolleongtang (ox bone soup) and bus fares increased by 50 times between 1970 and 2011, but the price of beer increased seven times.

"We have to follow the government's direction when it comes to prices," says an official at OB. "There is nothing we can decide by ourselves, from product planning to pricing. We often wine and dine with NTS officials to find out solutions."

The NTS has serious clout not just over breweries, but over the entire liquor market. Retired officials of the taxation service garner privileges and work as high-ranking employees at many liquor companies. Three former NTS officials work at the Korea Ethanol Supplies Company, which monopolizes the circulation of refined spirits. The manufacturing of the beverage caps is also under the influence of the NTS.

### Not so hoppy beginnings

While Yun was unable to survive in the highly taxed market, others are pushing to meet the evolving demands of Korean drinkers. One small-sized brewery, 7Brau, has also struggled, but it recently had a breakthrough. Its India Pale Ale found a place on market shelves of Homeplus, two years after its launch.

"We plan to produce four more types of beer by the end of this year," says Kim Gang-sam, the president of the company. "I want to appeal to consumers not with volume but with our own character and style."

## ARE BEER DRINKERS GETTING SHORT-CHANGED AT PUBS IN SEOUL?

Drinkers who felt like their draft beers were going down too quickly may have been more perceptive than they realized, as some pubs in Seoul were found to be over-changing customers by shorting their measures. The Korea Consumer Agency examined drafts poured from 30 pubs located near subway stations such as Gangnam and Hongdae, and found that they under-filled their glasses. The worst offender did so by an average of 23 percent and the most honest by a median of 13 percent.

Consumers who order a 500-cubic-centimeter glass of draft beer only get 435 cc on average, or 87 percent of what they pay for, while those who order a 2,000 cc pitcher get 1,544 cc, the KCA said. "There was a big discrepancy between all

the bars," the consumer agency said in a release. "We found that some of them were even shorting customers by 460 cc on 3,000 cc pitchers."

However, the agency said the pubs were not solely at fault as mugs and pitchers that were provided by local brewers like OB and Hite Jinro for free are designed in such a way that they cannot contain as much liquid as they appear to. The KCA said this did not apply to 500 cc mugs, but that 2,000 cc and 3,000 cc pitchers had respective capacities of 1,700 cc and 2,700 cc.

The beer makers said that from this year they will change the pitchers to correct the situation and also add capacity meters to show the volume of pitchers.



# CITY HALL SPY LEAKS DATA ON DEFECTORS

A North Korean espionage scandal implicating a defector-turned-Seoul city official has put the government under fire for lax screening procedures.

The National Intelligence Service arrested a 33-year-old man surnamed Yu on Jan. 11 on suspicion of giving Pyongyang information on some 10,000 defectors living in Seoul. Yu worked for the city government, and was supposedly a North Korean defector who came here in 2004.

He turned out to be a Chinese national who may have once lived in North Korea.

"The files for defectors in the minimum livelihood government assistance program contain details such as addresses, occupations and other

personal histories," said the official. "If Yu did leak those profiles, information on 10,000 defectors in Seoul are possibly in the hands of Pyongyang."

Analysts said the security measures used by authorities in Seoul to flush out North Korean spies pretending to be defectors remains unchanged from the 1990s, when only a trickle of defectors came to the South every year. Now more than 1,000 come each year, overwhelming the government's vetting procedures.

They also said Pyongyang knows fully well the procedures used by South Korean authorities to flush out spies.

Yu, who was arrested Jan. 10 and is awaiting trial,

at one point lived in North Hamgyeong Province, the northeastern part of the communist state that borders China, according to Yonhap News Agency.

In 2006, Yu was discovered to have visited the North but he avoided punishment by saying he went because of his mother's death.

The authorities are reportedly suspecting that Yu began cooperating with Pyongyang after his visit.

In 2011, Yu landed a Seoul city government job and began working at the welfare policy division for defectors. The Seoul Metropolitan Government hired him after checking that he did not have a criminal record in the South.



## EX-HOOKER CHALLENGES ANTI SEX TRADE LAW

An indicted prostitute, who faces charges of providing prostitution in exchange for 130,000 won in July of last year in Dongdaemun District, central Seoul, submitted a petition to a court claiming the current law on sex trade infringes upon her rights of self-determination and equal rights.

Consequently, the court has asked the Constitutional Court to review the constitutionality of the anti-prostitution law.

The Seoul Northern District Court said Wednesday it accepted the request of a 41-year-old woman, surnamed Kim, for the legal examination of a law which punishes women for prostitution and referred the case to the Constitutional Court for judgment.

The current Special Law on Sex Trade punishes women who provide sexual services in exchange for money as well as customers for up to one year in prison or a 3 million won (\$2,829) fine.

## CON ARTIST TURNS HERSELF IN

A female con artist who extorted more than a billion won from rich men overseas turned herself in after she grew tired of being on the run for five years.

Seoul Yeongdeungpo Police Precinct said yesterday they arrested a 47-year-old woman surnamed

Bae on fraud charges.

The police said Bae and her 12 male accomplices extorted a total of 1.55 billion won (\$1.5 million) from three rich men, including a 61-year-old man surnamed Lee, with multiple crooked schemes they plotted in China from July to November 2007.

## KOREA'S 'HANNIBAL LECTER' COULD SERVE 'CUSHY' SENTENCE

Anger flared after it was revealed Wu Yuanchun — known as Korea's "Hannibal Lecter" — could serve his sentence in a prison for foreign criminals in Cheonan, South Chungcheong Province, where the conditions are considerably nicer than jails for Koreans. The other possible option for Wu is Daejeon Prison, which has a separate facility for foreign criminals.

The 43-year-old Korean-Chinese gruesomely abducted, murdered and butchered a woman in Suwon.

Wu, a migrant worker, was originally sentenced to death for the rape, murder and dismemberment of the victim by a district court in June last year, but the sentence was reduced in October by an appeals court and the Supreme Court upheld the lower court's verdict.

Wu spent six hours cutting his victim's body into 365 pieces and individually wrapping each in

plastic. When reports about Wu's sentence were released, the official Web page of the Ministry of Justice crashed after angry netizens flooded the site to register complaints.

"It is insane to spend taxpayers' precious money to serve a brute of a man like Wu!" read one of the messages posted on the Web site of Ministry of Justice.

A message from Twitter read, "I saw pictures of the facility and it looks even better than military facilities. It is crazy."

The Cheonan foreigners' prison has 49 buildings on 413,257 square meters (102.1 acres) of land in Seobuk District. It can accommodate up to 1,230 prisoners and four to 12 prisoners share cells fitted with bunk beds. The facility also has public phones with video call function, as well as a TV lounge, which offers broadcasts in four different languages: English, Chinese, Arabic and

Russian.

Prisoners can choose a meal option from their part of the world or appropriate for their religions. Middle Eastern prisoners, for instance, can choose a meal with curry and salad instead of the ordinary Korean meal. Prisoners from Western countries can have pork cutlets, bread, ham and cheese.

Nine guards fluent in foreign languages including English and Chinese work there, and the facility offers courses in Korean, gardening and plumbing.

According to the Ministry of Justice, about 22.8 million won (\$21,500) is spent for each prisoner a year for food, clothes, medical services, heating as their wages for work done in prison.

If the 43-year-old killer lives until the age of 77, the average life expectancy for a Korean man, it will cost 761.8 million won to keep him.

# WHAT'S ON

February 1<sup>st</sup> - February 28<sup>th</sup>

## 1 - Friday

Music: Galaxy Express @ Live Hall Oz in Busan; 8 pm; 20,000 won

Festival: Gwangju Gossaum Festival @ one of the longest-running folklore festivals in Korea; namgu.gwangju.kr

Box office: "The Other Man" opens in theatres nationwide; cineinkorea.com

## 2 - Saturday

Music: Patti Smith @ UNIQLO AX; 110,000 won; ticket.interpark.com/Global

Clubbing: Social Underground party @ Club Exit; facebook.com/socialunderground-seoul; 11 pm

Music: Stay Dead @ Moon Night; staydead.bandcamp.com/

## 3 - Sunday

Festival: Taebaek Mountain Snow Festival @ Taebaek-si, Gangwon-do; Through Feb. 3; festival.taebaek.go.kr

K-pop: Snow Music Festival @ Phoenix Park - the Hotel; ZE:A, U-KISS, and NTRAIN; free

Food: Sunday Buffet Brunch @ Big Rock in Gangnam; 11,000 won; bigrockbeer.co.kr

## 4 - Monday

Super Bowl: San Francisco 49ers vs. Baltimore Ravens; Whiskey Weasel in Gangnam; Beer O'Clock in Sinchon; 8:30 am

Food: Wing night @ Craftworks in Noksapyeong (Mondays); craftwork-staphouse.com

Athletics: Special Olympics World Winter Games @ Pyeongchang-gun, Gangwon-do; Jan. 26-Feb. 6; 2013sopoc.org

## 5 - Tuesday

Festival: Daegwallyeong Snow Festival @ Pyeongchang-gun, Gangwon-do; through Feb. 5; snowfestival.net

Exhibit: paintings and craftworks from the American Revolution to World War II @ National Museum of Korea; Feb. 5-19

## 6 - Wednesday

Music: Chicago Symphony Orchestra @ Seoul Arts Center; Feb. 6-7

Lecture: Consumer Trends in Korea @ Millennium Seoul Hilton, Junior Ballroom; 7 pm; amchamsvp@amchamkorea.org

## 7 - Thursday

Happy Hour: 2,000 won off beer/wine @ Craftworks in Noksapyeong; 4-6 pm; craftwork-staphouse.com

Social: Quiz night @ 3 Alley Pub in Itaewon; win beer; Thursdays; 3alleypub.com



Social Underground anniversary party on Feb. 2. Interview on Page 58.

## 8 - Friday

Hiking: Seoul Hiking Group tackles Jeju; Feb. 8-11; topchun71@gmail.com

Music: Simon D, Paloalto, B-Free, Huckleberry P and more @ V Hall; 40,000 won, 10 pm

## 9 - Saturday

Box office: "A Good Day to Die Hard" opened in theaters nationwide Feb. 6; cineinkorea.com

Musical: Catch Me If You Can @ Seongnam Arts Center; through Feb. 9; ticket.interpark.com/Global

## 10 - Sunday

Lunar New Year party @ SHERATON & W WALKERHILL HOTELS; twoships@wowcoreatour.com; 8 pm

Lunar New Year excursion: Seoraksan National Park & Waterpia; overnight; raskb.com

## 11 - Monday

Social: Open mic @ Tony's in Itaewon (Mondays); tonysitaewon.com

Ticket Tip: Go to ticket.interpark.com/Global to purchase tickets for ongoing musicals

## 12 - Tuesday

Network: Seoul International Women's Association meeting @ Fifth Floor, Myeong-dong M Plaza; 10:30 am; siwapage.com

Lecture: Crusader for Korea: Homer B. Hulbert @ Residents' Lounge, Somerset Palace; 7:30 pm; raskb.com

## 13 Wednesday

Music: Japan-droids, Genius, Yello Loko @ Vinyl Underground in Busan; 9 pm; 25,000 won

Music: Rafal Blechacz @ Seoul Arts Center; 8 pm; www.sac.or.kr

## 14 - Thursday

Valentine's: Romeo and Juliet @ Seoul Arts Center; Feb. 14-17; 8 pm; www.sac.or.kr

Valentine's: Steve Barakat @ Busan Cultural Center; 7 pm; culture.busan.go.kr

Pinnacle TheHustler, MC Meta & Vasco perform on Feb. 15. Read article at groovekorea.com



## 15 - Friday

Music: Pinnacle TheHustler, MC Meta & Vasco @ Club Naked - Late Night Early Mornings

Tour: Visit the T-um in the T Tower with SIWA; RSVP tours@siwapage.com; 9 am

## 16 - Saturday

Valentine's: Be My Valentine Dinner-Wine Tasting @ Reilly's in Itaewon; ken@kennethkim-vineyards.com

Tour: Korean War Remains and Migratory Birds in Cheorwon with Robert Koehler; 9 am; raskb.com

## 17 - Sunday

Music: Galaxy Express @ Sangsang Madang; 6 pm; 35,000 won; sangsangmadang.com

Food: Sunday Roast @ Craftworks in Noksapyeong; craftwork-staphouse.com

Valentine's: "Silver Linings Playbook" opens nationwide in theaters; cineinkorea.com

Music: Japan-droids, Eastern Sidekick, The Wrestler @ V Hall in Seoul; 40,000 won

For suggestions or comments,  
e-mail [calendar@groovekorea.com](mailto:calendar@groovekorea.com)

\*All the events published in this calendar are subject to unforeseen changes by the promoters. Groove Korea does not take responsibility for any misunderstandings or third party damage.

## 18 - Monday

Beer: 15,000 won all-you-can-drink @ Beer Garden. Renaissance Hotel; 6-9 pm (every day); (02) 2222-8630

Beer: All-you-can-drink beer @ Pho Mons in Gangnam; 4,900 won for 2 hours (every day); (02) 514-0513

Food: Wing special @ at Yaletown in Sinchon; 10 wings for 4,000 won; [facebook.com/yaletownjason](http://facebook.com/yaletownjason); Mondays

## 19 - Tuesday

Food: 2-For-1 fish & chips @ Wolfhound (Tuesdays); [wolfhoundpub.com](http://wolfhoundpub.com)

Food: Wing night @ 3 Alley Pub in Itaewon; [3alleypub.com](http://3alleypub.com)

Food: Pasta night @ Craftworks in Noksapyeong (Tuesdays); [craftwork-staphouse.com](http://craftwork-staphouse.com)

## 20 Wednesday

Social: Quiz night @ Craftworks in Noksapyeong (Wednesdays); [craftwork-staphouse.com](http://craftwork-staphouse.com)

Happy Hour: 3,000 won off JD, Finlanda vodka @ DOJO in Itaewon; Wednesdays

Happy hour: Foreigners' Night @ Big Rock in Gangnam; 1 free cocktail (Wednesdays)

## 21 - Thursday

Box office: "The Last Stand" opens in theatres nationwide; [cineinkorea.com](http://cineinkorea.com)

Ticket Tip: Go to [cineinkorea.com](http://cineinkorea.com) for movie times at theaters across Korea.

## 22 - Friday

Food: Hongdae Cuisine Tour with Seoul International Women's Association; 12 am; [danielle.odenath@AngloINFO.com](mailto:danielle.odenath@AngloINFO.com)

Music: live music all night at Club FF in Hongdae, free drinks from 11-12

## 23 - Saturday

Beer: Brewers Throwdown brew-off @ Magpie brewery; look it up on Facebook

Network: US Women's Club of Korea presents MARDI GRAS: a Charity Masquerade Ball @ Renaissance Hotel; 7 pm

## 24 - Sunday

Music: Ben Folds Five @ Uniqlo AX; 110,000 won; 6 pm; [ax-korea.co.kr](http://ax-korea.co.kr)

Music: Rachael Yamagata @ Samsung Hall - Ehwa Womans University; 88,000 won; 7 pm



Stars perform on Feb. 22. Interview on Page 63.

## 25 - Monday

Happy hour: 1 free beer with burger or fish & chips @ Big Rock in Gangnam; Sunday, Monday, Tuesday, [bigrockbeer.co.kr](http://bigrockbeer.co.kr)

Food: Wing night @ Craftworks in Noksapyeong (Mondays)

Exhibit: Tim Burton exhibition @ Seoul Museum of Art; through April 14

FREE STUFF: Be the first to email the Groove crossword to [mattlamers@groovekorea.com](mailto:mattlamers@groovekorea.com) and win a 25,000 won voucher.

## 26 - Tuesday

Food: Miniburger night at Yaletown in Sinchon; 1 free burger with a slider order; [facebook.com/yaletownjason](http://facebook.com/yaletownjason); Tuesdays

Beer: Beer buffet @ 200 Bran Hauns; 9,900 won; Mon, Thurs, Sun at 5 pm; (02) 3481-9062

Musical: The Phantom of the Opera @ Blue Square; Jlast performance; [ticket.interpark.com/Global](http://ticket.interpark.com/Global)

Learn about Korea's cuisine with O'ngo culinary tour of Seoul; [ongofood.com](http://ongofood.com)

## 27 Wednesday

Social: Standup comedy (Wednesdays) @ Tony's in Itaewon; [tonysitaewon.com](http://tonysitaewon.com)

Social: Trivia night @ Beer O'Clock in Sinchon (Wednesdays); [beeroclock.ca](http://beeroclock.ca)

Beer: 15,000 won all-you-can-drink beer @ Beer Garden, Renaissance Hotel, Gangnam (every day, 6-9 p.m.); (02) 2222-8630

Skating: Ice rink @ Seoul Plaza is open throughout the winter to public; 10am-10pm; 1,000 won/hour

## 28 - Thursday

Music: London Symphony Orchestra @ Seoul Arts Center; 8 pm; [www.sac.or.kr](http://www.sac.or.kr)

Happy hour: 1+1 Big Rock beer @ Big Rock in Gangnam; 5-8 pm; Thursdays; [bigrockbeer.co.kr](http://bigrockbeer.co.kr)

Social: Open mic @ Orange Tree in HBC (Thursdays); (02) 749-8202

FREE STUFF: Be the first to email the Groove sudoku to [mattlamers@groovekorea.com](mailto:mattlamers@groovekorea.com) and win a 25,000 won voucher.

Japandroids perform Feb. 13 & 14 in Busan & Seoul. Interview on Page 66.





# ITAEWON FINDS

## 1 MEN'S GAZELLE ORIGINAL **ADIDAS OFS**

Itaewon store  
02.795.1215



## 2 HOME MADE CARROT CAKE **CUP & BOWL**

Itaewon store  
070.4190.3642



## 4 BOTTLE CUPCAKE **RECHESSE VELOURS**

Itaewon store  
02.797.8878



## 5 PENHALIGON'S PEONEVE EAU DE PARFUM **LA BOUTIQUE BLEUE**

Itaewon store  
02.555.5152



## 3 FRYPAN COOKIE ICECREAM **TASTING ROOM**

Itaewon store  
02.797.8202



## 6 ANAGO SUSHI **GIDA SUSHI**

Itaewon store  
02.749.3558



## 7 ITALIAN ROASTED PORK SANDWICH **PORCHETTA SEOUL**

Itaewon store  
02.797.8808







# GAROSUGIL FINDS



1

COLORFUL SIMPLE  
**TOTE BAG**

8 Seconds Garosugil store  
070-7090-1144

2

DURDEN MAT OLIVEGREY  
**140 SPORK**

ANAVEHI  
02.3476.3325



6

SEAWEED &  
SMOKED TUNA STOCK  
**HOT NOODLE**

Cheil Jemyunso  
02.3444.2563



4

CHEDDAR CRUST  
**APPLE PIE**

Bewitch  
02.3445.0529



3

VALENTINE DAY  
COLLECTION  
**HEART SHAPE  
CHOCOLATES**

Godiva flagship store  
02.517.3979



100% ORGANIC ARGAN  
**BEAUTY OIL**

Melvita Garosugil Boutique  
02.544.2505

5



7

SEAFOOD COMBO  
**STEAK**

Kingkong Steak  
02.6080.9141







**8** MYTHIQUE F  
**MICHAEL**  
Repetto  
02.3447.2066



**9** IPHONE 5  
**CASE**  
Youksimwon Garosugil store  
02 511 2187



**10** MAKGEOLLI COCKTAIL  
**CHEZ MAAK**  
Chez Maak  
02.515.7077

## M A P





INSIGHT

Edited by Jenny Na / [jenny@groovekorea.com](mailto:jenny@groovekorea.com)

# GET DOWN TO BUSINESS

10 things you can learn  
about starting your own  
business in Korea

**Story by** Chris Backe

**Photos courtesy** interviewees

**Illustration by** Adela Ordoñez











## Eddy Park

IGK Guides

Eddy Park is the man behind [iguidekorea.com](http://iguidekorea.com), which started as the first foreign-owned climbing guide service in Korea. He started climbing in New Brunswick, Canada, and has brought the extreme sport to Korea's mountains and crags.

Name of company: IGK Guides

Sector: Adventure tourism

Website: [iguidekorea.com](http://iguidekorea.com)

Contact: 010-2080-9443



## Scot Sustad

The Arrival Store

Scot Sustad is the co-founder of [thearrivalstore.com](http://thearrivalstore.com). The online store aims to be "an expat's greatest asset" and offers tough-to-find items and plenty of stuff expats need when they first arrive in Korea. While Sustad is currently based in Vancouver, he's proof that making a Korean business work doesn't mean you have to stay here.

Name of company: The Arrival Store

Sector: Retail/service

Website: [thearrivalstore.com](http://thearrivalstore.com)

Contact: (031) 625-2258



## Troy M. Zitzelsberger

Reilly's Taphouse & Reilly's Brewery

Troy opened Reilly's with partners Jamie Cottin, Wayne Gold and Soyon Cottin in December 2012. He said the best advice anyone ever gave him was: "The proof is in the pudding. When push comes to shove, your product should be the best it can be and always served with a smile."

Companies: Reilly's Taphouse & Reilly's Brewery

Sector: Food & drink

Website: [reillystaphouse@gmail.com](mailto:reillystaphouse@gmail.com)

Contact: (02) 792-6590, 010-5189-2327



## Lisa Fincaryk

Birthing in Korea

Lisa Fincaryk is a certified doula, lactation consultant, HypnoBirthing practitioner and the founder of Birthing in Korea. Her business is a veritable treasure trove of information, products and services for pregnant women in Korea.

Name of company: Birthing in Korea

Sector: Service

Website: [birthinginkorea.com](http://birthinginkorea.com)

Contact: (02) 749-9951

● Go on, admit it. At some point you've probably fantasized about starting up a business and getting out of the rat race. Doing so is challenging enough in your home country, but overseas it is fraught with unforeseen obstacles.

Groove Korea interviewed more than a dozen expat entrepreneurs to find out how they got their start and what it took to keep their business going.

Eddy Park started rock climbing in New Brunswick, Canada, and has since brought the extreme sport to Korea's mountains and crags as the owner of the nation's first foreign-owned climbing guide service. When he combined his love of outdoor activity with an inherited entrepreneurial personality, he found his niche.

Scot Sustad went from owning a landscaping business after college to being an English teacher in Korea. An entrepreneur at heart, he spotted an opportunity to open his own recruiting company. A few months in, he found himself running around and helping all of the teachers get set up with cell phones, plug adapters and other household items. This sparked an idea for a new business.

On top of being a successful actor in Korea, Troy M. Zitzelsberger is also the only certified cicerone in Asia. Now he's co-founder and CEO of Reilly's Taphouse and Reilly's Brewery — the hottest new taphouse and microbrewery in Seoul.

Lisa Fincaryk started out at a bank before moving in Korea. After having her son, Evan, in 2007, she began learning and researching the options women had when giving birth in Korea. This led to her starting a full-service location for education, labor and delivery assistance — even with little entrepreneurial experience.

We found there's no such thing as a "right" way to become an entrepreneur — people just got up off their backs and created something people needed or wanted. Simply put, start, keep going and don't give up.

Entrepreneurship goes hand-in-hand with a combination of hard work, a creative spirit, a basic knowledge of business, personal expertise and people skills. While most of these folks have called Korea home for more than a few years, time in the country is not a prerequisite. Like entrepreneurs across the world, having all the skills necessary to run your business isn't necessary.

Park put it most succinctly: "I kinda just get the job done. When I need something I go and get it. When I come across a problem, I figure out a way to solve it. When I want to do something, I try to get it done. Sometimes, the results aren't pretty the first time around, but I'm great at learning from my mistakes. And in the end, I give my customers the best service that comes from learning from my past."

So stop talking about starting a business and start making something happen. Here's how.

## Discover an opportunity

You are literally surrounded by opportunities. Think about the surprising number of problems people have (whether real or perceived), and the products or solutions needed to fix them that simply did not exist even 10 years ago.

That is certainly true in Korea, which is widely known for its rapid rise from developing country to economic powerhouse. Much of that history was built with the ingenuity of its entrepreneurs.

"Korean aspirationalism welcomes all comers," said Craig White, the man behind the wiki and classifieds website [galbijim.com](http://galbijim.com).

If you doubt this, picture any number of businesses and quirky shops that exist here.

Lest you fear getting stuck working on a business, however, this observation from Park is apt: "Korea is a rapid society in many aspects. So you'll know if your idea works or not quickly."

As you're developing that idea, though, don't be the person that acts like your idea ought to be locked down tighter than Fort Knox. Few other people will have the same capacity and interest to make the idea take off, and insisting everyone involved sign contracts only makes you sound insecure.

"There are some paranoid foreigners over here who have decent ideas, but they come off as being rigid when they demand iron-clad contracts at the outset, and the whole relationship goes south. It doesn't work like that here," White says.

Entrepreneurs often find opportunities by starting with their own unique experiences and combining them with what they see in the area.

Sean Maylone, the co-creator of indie music promoter SuperColorSuper

and Bus King Korea, originally thought he would come here and start a band, but saw a way that business models could be exchanged across cultures. "I also realized a tour circuit like (those) found in the U.S. or EU could radically improve life for music fans," he said.

By taking what he had worked on in one area and adapting it to another, an opportunity was born – and there are plenty of prospects just like that to go around.

Eshe Yildiz, the first foreigner to own a dance studio in Korea, came here because she'd heard from friends in Japan, where she'd been living, about the belly dance scene in Seoul.

"I'd planned to be a student again but soon found that there was a need for what I could offer," she said.

Sometimes the prospects come because you know what you're doing isn't working, but you know how to fix it. Dan Ryu started his education business because, as he puts it, "We weren't living up to our basic promise of providing a quality education to the students. Although I'm no children's education crusader, I saw that with some very simple tweaks and a little organization, the institute (where he was working at the time) could be run so much better, and the quality of education could be vastly improved."

Ideas by themselves, however, are a dime a dozen. It's not nearly enough to have an idea – there has to be a real need or desire for that thing – and it has to move through a number of changes and developments before it's ready for the next step.

"People always have 'great ideas,'" Ryu said, "but they often lack a customer base that they can count on to purchase their product or service. So that's the most important thing you need – connection to customers."

It's also important to remember that whether you came to Korea of your own volition or not, your knowledge and skills endure.

Gina Audace, the owner of Audace Lingerie, was running a lingerie boutique in London when her life partner was asked to take a position in Seoul.

"It was natural that I thought about doing the same kind of business here in Korea," she said. "However, my research showed me that the lingerie market in Korea is very different from Europe ... Therefore, I decided to focus on the expat segment, who have extreme difficulties in finding the lingerie they want. ... It turns out that many Korean ladies are fond of my products."

## Commit to your cause

Starting a business is difficult as a foreigner, and doubly difficult if you already have a full-time job. Start-ups require a lot of time to pull off successfully, which may mean you have to drop out from the local quiz night or catch a beer with a potential partner instead of a friend. Start by telling people you're out to do something different: The ones who encourage you are probably true friends and may well offer ideas that lead to the concept's success.

Being committed isn't just a matter of the idea making it past the development stages – it's about confidence. Some people have it in abundance, while most will find it comes from truly believing what you're setting out to do.

Eric Thorpe is half of the partnership at EDGE, Publicis Consultants, which focuses on corporate branding and has been in business in Korea for many years.

"A lot of expats find themselves working for Korean-managed companies and see that their employers are not using them to their potential. They think, 'If I were in charge, I would run it this way.' Starting your own business gives you the opportunity to do that," Thorpe explained.

After you've committed to the idea, there's a need to stay focused. Ryu said he's learned from experience that you need to know the end goals for the business.

"If you're not sure what type of business you want to eventually be running, you're going to end up wasting a lot of time and resources being pulled in a lot of different, useless directions," he said.

Boil down what the idea is in a single sentence, or draw it out on a single piece of paper: What are you selling, producing, creating, designing or adding to the world?

**"A little help can go a long way in Korea. Ask for help, and don't be afraid to pay for it. Sometimes it really is worth the money you pay people to get things done in a timely fashion."**

— Jurgen Germeys



### Craig White

Galbijim

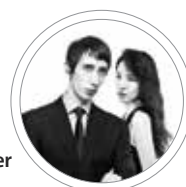
Craig White can easily be called a serial entrepreneur (going from one venture to the next) by any stretch of the definition. His current projects include galbijim.com (featuring an extensive wiki on Korea and an ESL jobs site) and some consulting projects with the Korean government.

Name of company: Galbijim

Sector: Service

Website: galbijim.com

Contact: craig@galbijim.com



### Sean Maylone and Violet Her

SuperColorSuper

Since June 2009, Sean Maylone and Violet Her, the founders and head organizers of SCS, have been trying to fill a long empty void – international concerts at affordable prices – not only in Seoul, but across Korea.

Name of company: SuperColorSuper

Sector: Music

Website: supercolorsuper.com

Contact: supercolorsuper@gmail.com



### Eshe Yildiz

Dream Dance Studio

Eshe Yildiz owns the first dance studio owned by a foreigner, the Dream Dance Studio in the Hapjeong/Mangwon area. She directs two belly dancing troupes and teaches belly dancing classes at all levels, from basic to advanced.

Name of company: Dream Dance Studio

Sector: Dance and fitness

Website: hongdaebellydance.wordpress.com

Contact: 010-9234-2719



### Gina Audace

Audace Lingerie

Gina Audace has an entire floor of her gorgeous house dedicated to lingerie, tastefully displayed for customers to peruse (and yes, men can make appointments). Her work-at-home business was imported from the United Kingdom, and fills a growing niche within Korea.

Name of company: Audace Lingerie

Sector: Women's clothing

Website: audacelingerie.com

Contact: 010-5009-5940



**Eric Thorpe and Jeffrey Bohn**  
EDGE | Publicis Consultants

Eric Thorpe and Jeffrey Bohn have been doing business in Korea for a long time. They use their market knowledge to help companies operating here brand themselves and get their messages out.

Name of company: EDGE | Publicis Consultants  
Sector: PR  
Website: [edgecomms.net](http://edgecomms.net)  
Contact: (02) 734-2731



**C.J. Koster-Allen**  
Seconds2Impact

C.J. Koster-Allen has more experience in the publishing and production world than there is room to mention here. His current project, Seconds2Impact, aims to build a community of artists to entertain audiences of both Koreans and expats.

Name of company: Seconds2Impact  
Sector: Entertainment promotion  
Website: [s2irecords.com](http://s2irecords.com)  
Contact: [talent@s2irecords.com](mailto:talent@s2irecords.com)



**Michael Breen**  
Insight Communications

Michael Breen started working in Korea in 1982, has authored multiple books about Korea, and is an honorary citizen of Seoul. His company, Insight Communications, handles everything from communications strategy to brand management for its clients.

Name of company: Insight Communications  
Sector: PR  
Website: [insightcomms.com](http://insightcomms.com)  
Contact: (02) 739-7045



**Dan Vroon**  
Craftworks Taphouse

Dan Vroon is the man behind Craftworks Taphouse in central Seoul and has contributed to bringing better beer to Seoulites for quite a few years. Find Craftworks beer at a growing number of expat-friendly bars and restaurants throughout the city.

Name of company: Craftworks Taphouse  
Sector: Food & drink  
Website: [craftworkstaphouse.com](http://craftworkstaphouse.com)  
Contact: (02) 794-2537

## It is what it is

Business practices vary from culture to culture, so accept the business culture here. Then choose to embrace it or work around it.

C.J. Koster-Allen, founder of Seconds2Impact and former editor of NEH Magazine, found his opportunity when he saw a gap in the publishing market in Korea for the style of magazine that he'd been running in Canada. He emphasized the importance of personal connections in the Korean business world.

"It's all about relationships and who you know and who they know," he said. "It's not as simple as going to someone's office, having a meeting and having them agree to support you or not. There's the meet-and-greet, the soju dinner, the next meeting and the next before any deals are actually brokered."

In Korea, trust and relationship building go hand in hand, especially when first putting a plan together. Although long-timers already know this first-hand, sometimes you have to play the game.

"Since this is Korea, there was a lot of focus on 'relationship building.' We (the investor, my partner and I) met and ate together often," Ryu said. "We also drank and sang together often. And in between those times, my co-worker and I quit our jobs and focused on putting together the blueprint for our first English institute."

The drinking and singing may not feel necessary to you, but it may to them. The old saying of "when in Rome..." comes to mind, of course, but there's a sense of timing and connection that has to be balanced with the realities of formalizing the important details.

As White put it, "At what point does it become really real and you have to say 'to hell with jeong' (that unspoken connection between people); we need contracts, non-disclosure agreements, etc. It's tricky ... But once you are at that point where you are at risk of giving up know-how and the other guy has the ability to do it all himself, if he had that know-how, get it in writing." And even then, Ryu said, the specifics can be subject to change if the context changes. "It can be very confusing to a Westerner who is used to abiding strictly by whatever is written in a contract," he said.

Much of the business culture here in Korea is dominated by men. Fincaryk, founder of the Birthing in Korea clinic, says it honestly: "This is a male-dominated workforce. There are respect issues and a business culture line that has to be carefully walked. But being aware that you have to first fully know and understand the Korean culture, operating in it with this knowledge makes it a bit easier."

Much of the business culture here in Korea is dominated by men. Fincaryk, founder of the Birthing in Korea clinic, says it honestly: "This is a male-dominated workforce. There are respect issues and a business culture line that has to be carefully walked. But being aware that you have to first fully know and understand the Korean culture, operating in it with this knowledge makes it a bit easier."

## Be ready to expand into the Korean market

Expanding into the Korean market is both a milestone and a sign of readiness for the next phase.

Fincaryk, having worked through the initial difficulties, is confident and ready for the next step: "As the business has settled in, relationships in the industry have been established, and our name is out there for the service we provide, it is getting easier. The business is now set to grow and expand out into the Korean market as well."

The math works heavily in favor of catering to the locals – there are many more of them, after all – and the innovation that expats bring to the country may be exactly what the locals are looking for. Knowing how the market works and what new customers are looking for are as important as keeping your current customers happy.

Yildiz found that this approach has been key to her success: "Almost two years ago (I) moved (my studio from Itaewon) to Mangwon. That has been a bigger shift for me than anything else. I'm proud that now, about half of our students are Korean."

In some cases it's just a matter of offering the right thing at the right place. Park said his business was meant to be an outlet for foreigners to experience another side of Korea away from the bars, alcohol and cities. Then he started to get the word out to Koreans, too. "IGK also further promoted to Koreans that they had a natural playground that offered unique experiences," he said. "When their English teachers talked about their extreme experiences, the Korean students were further exposed to the possibility of enjoying outdoor sports."



One reason to expand was mentioned indirectly by Michael Breen, an author and corporate communications consultant who talked about what prompted him to change.

"(We got) shut out of so many opportunities because of local practices that we either didn't go along with or didn't know existed," he said.

Expanding into the Korean market may mean hiring Korean nationals – a process where an expat may actually enjoy an advantage. If you've worked in Korea for any length of time, you're probably aware how much more pressure locals have to deal with from their employers. Breen says this is something to consider when hiring Koreans.

"People like escaping the local workplace culture, which is rather militaristic and demanding, to work for a foreign employer," he said.

## Adapt to change

It's amazing how fast Korea changes – and the longer you're here, the faster things seem to change. For that reason, the entrepreneur might be compared to a surfer trying to stay on the board. According to Koster-Allen, the need to reinvent yourself and what you can offer doesn't just come from a desire to stay creative, but from a real need to keep your fingers on the pulse of what's happening around the country.

"People come and go, (and) your audience or your consumer base could disappear overnight," he said. "Adapt, learn, move with the bustle, and be part of the bridge that tries to fill the gap."

Those skills can come from any number of places – business school, internships and so on. In Maylone's case, of SuperColorSuper, some dungeon mastering for Dungeons and Dragons was the trick.

"There's a big cross section of creativity and organizational skills in DMing," he said. "I put on some DIY shows and played music, too, but it was hard to get into a business mind about art for a long time."

In short, life is your teacher, and it's up to you to be listening to it and learning from it.

Sustad, the co-founder of The Arrival Store, has been an entrepreneur for most of his adult life, but still feels there's plenty of change to go.

"Ten years ago, if you told me I would have a business in Korea, and that I would be working to help equip expats to be successful abroad, I would have thought you were crazy," he said. Now, they're expanding their services in Korea and hope to expand into other countries as well.

Even if the business is successful, "You're away from your home and if you start a business here you are locked into living in Korea for as long as you choose to run it," said Dan Vroon, owner of Craftworks Taphouse.

On a positive note, he noted, "Now that we've been running for two years, we know a little more about what we're doing: we have a great lawyer and accountant, a wonderful staff, we have nailed down our supply chain. Quite frankly, we are now spinning like a top!"

Improvement, simply put, is a process, not a goal you necessarily reach.

## Find the money

Jurgen Germeys, one of the few foreigners in the country who owns a hagwon (private academy), borrowed start-up capital from his parents. Eddy Park and Lisa Fincaryk both started with savings, and Scot Sustad ended by bootstrapping. Gina Audace brought in capital from her business in the U.K., Michael Breen combined profit and a loan, while Dan Ryu was approached by a friend of a friend who knew of a wealthy investor. For a later venture, Ryu's business partner was able to finance the startup through a personal loan. White has financed some projects on his own, but found that interest from investors comes particularly if you have solid three- to five-year projections, and past demonstrable ability.

With outside money, however, comes the question of control – with few exceptions, you have to give something in order to get something. "The issue, then, becomes how much you want to give up on your long-term net, in order to gain short-term cash flow," White said.

Starting a business requires money – and new businesses today have a higher bar to reach than ever before. If you're not an overseas Korean (on an F4), a permanent resident (on an F2 or F5), or the spouse of a Korean (on an F6), you'll need 300 million won in foreign investment to qualify for the investor's visa.

While Immigration may not pick up on your small business when you first start out, it should go without saying that running a business on an E2 or E1 visa is illegal, and can get you in some trouble.



### Simon and Martina Stawski

Eat Your Kimchi

Simon and Martina operate what is probably the most popular English K-pop site in the world. Armed with a following that numbers in the hundreds of thousands, they recently moved into a new studio in Seoul and were featured on the cover of September's Groove Korea.

Name of company: Eat Your Kimchi

Sector: Media

Website: [eatyourkimchi.com](http://eatyourkimchi.com)

E-mail: [contact@eatyourkimchi.com](mailto:contact@eatyourkimchi.com)



### Sam Griffiths, Charlie McAlpine

Battered Sole

Disgusted by the sub-par fish 'n' chips in their native England, Sam Griffiths and Charlie McAlpine headed to Seoul about a year ago. For the last five months, they've been dishing out the most famous dish of their native land, taking care to do it the right way.

Name of company: Battered Sole

Sector: Food & drink

Website: [facebook.com/BatteredSeoul](https://facebook.com/BatteredSeoul)

Contact: (02) 322-8101



### Aaron Allen

Gusto Taco

Aaron Allen left his job as chief technology officer for a hedge fund on Wall Street to move to Seoul, have a child and open Gusto Taco in Hongdae with his wife Hye-jin. "A great taco is simplicity and time," he said. "It means not putting in anything that doesn't belong there." Allen has quietly built up a legion of devoted followers with his quality-first approach.

Name of company: Gusto Taco

Sector: Food & drink

Website: [gustotaco.com](http://gustotaco.com)

Contact: (02) 3242-TACO (8226)



### Chris Backe

Chris Backe Photography

Chris Backe has quickly been making a name for himself as a photographer, specializing mainly in maternity and travel photography. His studio is located in Haebangcheon, Seoul.

Name of company: Chris Backe Photography

Sector: Photography

Website: [chrisbacke.zenfolio.com](http://chrisbacke.zenfolio.com)

Contact: 010-2972-3133



### Chris Chiavetta

What The Book?

The best advice anyone gave Chris Chiavetta after he opened Korea's most popular bookstore for new and used English books: "Perseverance ... You have the normal hurdles of running a business, but then you have the cultural hurdles, too, which seem to come in waves and like to kick you when you are at your lowest."

Name of company: What The Book?

Sector: New and used English books

Website: [whatthebook.com](http://whatthebook.com)

Contact: (02) 797-2433



### Jurgen Germeys

Silk Road Language Center

Jurgen Germeys is one of the few non-Koreans who owns a hagwon. Originally from Belgium, Germeys has an MBA in management from Korea University and works to keep his classes educational and fulfilling.

Name of company: Silk Road Language Center

Sector: English-language education

E-mail: [silkroad.lc@gmail.com](mailto:silkroad.lc@gmail.com)



### Dan Ryu

E-Spirit

Dan Ryu passed on a law career his heart wasn't set on. After getting frustrated with the educational system in Korea and asking what's next, he started a school. He is currently a managing partner at E-Spirit, where they focus on writing as a competitive advantage.

Name of company: E-Spirit

Sector: Service

Website: [espirit.co.kr](http://espirit.co.kr)

Contact: [espirit.kr@gmail.com](mailto:espirit.kr@gmail.com) / (02) 546-7522



### Daniel Gray

O'ngo Food Communications

Daniel Gray runs a cooking school and tour company. It started with food tours but they now do cultural tours, multi-day tours, events and publishing. They just released a comic book on Korean food called "Say Kimchi! Korean Food Comic." Seoul Eats is his personal blog.

Name of company: O'ngo Food Communications

Sector: Food & tourism

Website: [ongofood.com](http://ongofood.com)

Contact: (02) 3446-1607

## Make the most of it

Create partnerships, expand your network, use your talents, and otherwise make one plus one equal more than two. It's a very small group of people who need no assistance or advice to make their dreams a reality. For many, having a number of helpful and supportive partners is critical to getting the business off the ground. In each case, there were other people who were either brought in or happened to be in the right place at the right time.

Breen, for example, had help from a close friend who was an expert in setting up companies.

"He incubated me – i.e., I started as a division in his company – and then he spun me off, giving me one of his companies to reinvent. He also did all the legal stuff," he said. "Without him, I think I'd be at home proofreading."

Knowing the right people makes all the difference, and that sometimes comes from having some success with impressing others.

Park's focus on drawing international clients in recent years has led him to develop a partnership with Dreamriders, a mountain bike distributor, to bring Niner Bikes to Korea. "Through this partnership and the mountain bike team we sponsor (TEAM IGK), we will be launching full bike tours in Korea in the future. There's also the children's survival camps."

Once you're up and running, you won't be able to deal with every little thing that comes up. That's why, as Ryu said, the people on your team are incredibly important.

"The best way to be a great manager is to hire great people," he said. "The hiring decision, as much as anything else, will help determine the extent of your success."

## Learn Korean, or have a Korean partner

For many expat entrepreneurs, language is the biggest obstacle to overcome.

"It's the Korean population that will ultimately make or break your business, which could be a challenge if one doesn't speak Korean," Koster-Allen said.

If you don't speak Korean, or even if you do, you may still need a Korean partner, or family member, to help with the paperwork.

Sam Griffiths and his business partner Charlie McAlpine came to Korea about a year ago and, after watching friends enter jobs they didn't like, opened Battered Sole, which aims to improve upon the fish 'n' chips from their native England.

"We are fortunate to have a Korean partner who has been a massive help with a lot of the legal and administrative aspects," Griffiths said. "Without him we probably wouldn't be open."

Finding a person (or people) you can trust remains a difficult proposition, especially when their role becomes as important as your own.

Not having Korean ability or a partner makes it tougher, but it's not a deal-breaker. Fincaryk has been able to maintain her business, despite the challenges.

"Getting things done always takes longer," she said. "As an expat not married to a Korean, it has become increasingly harder to maintain visas to run my business. Every year the rules are becoming stricter regarding expat business owners and staff."

— Lisa Fincaryk, founder of Birthing in Korea

"Getting things done always takes longer. As an expat not married to a Korean, it has become increasingly harder to maintain visas to run my business. Every year the rules are becoming stricter regarding expat business owners and staff."

## Expect obstacles

By their very nature, entrepreneurs find themselves often butting heads against the natural order of things. Some create disruptive products, while others innovate to a point where the typical establishment may feel threatened. In other cases, having to deal with a bureaucracy that isn't set up to accommodate foreigners is the reality. Quite a few of the people interviewed here are the first of their kind, and their struggles will have hopefully paved the road for future waves of entrepreneurs. For now, be prepared for an uphill climb.

Simon and Martina Stawski run what is probably the most popular English K-pop website in the world. Their advice is to keep your cool. "All I can say is be patient with immigration. It will be frustrating. There will be requirements

for papers that you had no idea were required, and you might want to freak out and yell, but don't. Keep your cool. These people hold the keys to you being here, so be nice to them."

Said Germeys: "The people I deal with now know who I am, and are ready to deal with me. Before, they simply never had to deal with a foreigner before."

Having to make a living while separately starting a business is another reality for some people. Park was holding down a day job and then guiding on the weekends. "Knowing how to price my services was another major obstacle," he said.

Audace is more concerned with some of the government's regulations: "Given that my business is still at the budding stage, the Immigration Office insists in reviewing my visa every six months. This put a huge strain on my sense of security, and with the new regulation it might become worse."

Fincaryk's story included an interesting twist with Immigration.

"It took about six weeks and several visits to Immigration to secure my business visa," she said. "I kept being accused of wanting to 'teach English illegally.' It just was not logical. Why would I go through this long process, raise capital, and start a business legally to teach English illegally? But, after many frustrating visits, I had my visa and was off and running."

Although some problems will happen in certain industries or fields, they can still come at you sideways, as in Maylone's case.

"Getting the artist visas/KMRB (Korea Media Rating Board) to approve international bands was a process we didn't understand," he said.

Even with all the setbacks that exist when running an expat business, there's always a silver lining.

"Whenever I feel myself becoming discouraged by the paperwork or restrictions and regulations, I try to remember that I'm so incredibly fortunate to make a living from what I love," Yildiz said. "The challenges are there to remind me of how much I want to dance. Fighting to keep doing what I love keeps me from becoming complacent about my passion."

## Know when you need help, then ask for it (or pay for it)

The business has been launched, you've worked with Immigration and your partners are all on board. Sometimes issues require an additional source of help, along with the willingness to admit it.

"Along the way, we hired professionals to help us with the 'details,' to find a way through the quagmire of administration and paperwork," Germeys said. "A little help can go a long way in Korea. Ask for help, and don't be afraid to pay for it. Sometimes it really is worth the money you pay people to get things done in a timely fashion."

Yildiz applauds the services available through the government. "Luckily there is a lot of English support in Korea," she said. "There are English tax, Immigration and overall general help lines, along with programs and offices of which we can all take advantage. The lingo and rules are difficult enough in English, and I'm grateful to have that kind of translated and accurate support. The fact that they are free is an amazing bonus."

Griffiths echoed the praise. "The assistance offered by the Korean government here is absolutely first-class and unlike anything back in the U.K.," he said. "When we first arrived, we approached the Seoul Global Center, and the amount of advice the organization has given us would have cost tens of thousands (of pounds) if we were in London; be it transferring capital and opening a bank account, or putting us in touch with potential customers, it seems that no request is beyond (the Seoul Global Center's) capabilities."

Audace went on record to say she's actually looking for a partner: "Looking forward, I would welcome entering in a real association with a reliable business partner who would be able to bring his or her knowledge of the Korean scene. Anyone interested?"

Becoming an entrepreneur is far from the insurmountable task it looks like. It's difficult – as it would be in your home country – but the taste of victory is far sweeter.

Wayne Gold, owner of Wolfhound Irish Pub & Restaurant, has one piece of advice for would-be entrepreneurs: "Take action. There will never be a better time to start than now. Stop talking about it, stop getting ready and start doing." 🍀

*If you have a story to tell, email us at [submissions@groovekorea.com](mailto:submissions@groovekorea.com). The opinions in this article do not necessarily represent those of Groove Korea. — Ed.*



### Angel Moreno and Daniel Ahn

Travel Pants Korea

Angel Moreno and Daniel Ahn met in 2010 and came to the conclusion that travel groups in Korea rarely met their expectations. In May 2012, they started Travel Pants Korea, a tour company aiming to show people a new side of Korea and share the love of travel.

Name of company: Travel Pants Korea

Sector: Travel & tourism

Website: [travelpantskorea.com](http://travelpantskorea.com)

Contact: 010-9961-5765



### Wahid and Karim Naciri

Casablanca

The tiny kitchen at Casablanca in Haebangcheon is an alchemist's workshop. The alchemists are Wahid and Karim Naciri, and they have managed to do something that many other restaurateurs fail at: create culinary gold from scratch.

Name of company: Casablanca

Sector: Food & drink

Contact: (02) 797-8367



### Bob Weimer

Fog City International Café

In 2002, Bob Weimer and his family took a trip to Korea. While traveling, the Weimers noticed a distinct absence of California wine. Ten years later, Weimer and his family live in Incheon, and what began as a wine-importing venture has turned into Fog City International Café.

Name of company: Fog City International Café

Sector: Food & drink

Website: [fogcitycafe.com](http://fogcitycafe.com)

Contact: (032) 766-9024



### Dylan Goldby

WelkinLight Photography

Dylan Goldby has been a mainstay in commercial photography for years in Seoul. His talents are broad and his work often includes portraiture, band promo and restaurant profiling. He is the man behind WelkinLight Photography.

Name of company: WelkinLight Photography

Sector: Photography

Website: [welkinlight.com](http://welkinlight.com)

Contact: 010-4453-0524



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## EDITORIAL.

The new laws governing the National Council or Eui-chung-Bu deserve more than a passing notice. In looking over the original text we can not help but admire the way in which the laws are formulated. Great praise is due to His Majesty for sanctioning the idea of constructing the Government on a regular and systematic basis, and much credit should be given to those who helped His Majesty to make them. The whole text has been translated into English, and we will publish it little by little in successive issues, until it is completed. Therefore we do not here review the whole contents, but there are some points which we consider will have far-reaching effects in the politics of this Government.

According to the new law all matters of national importance will be discussed at the open Council by the members of the body, and the Ministers of State who have become ex-officio members of it. The questions that come up before the Council will be debated by any member, and each will tell the world his own idea in the matter by his vote. The trouble we have found with the Korean statesmen was that one could not tell where they stood in the important questions of the nation. They all kept a diplomatic silence in all things, hence the world had no opportunity to judge them. But under the new law every body will have a chance to express his opinion by speech and vote. Another important point in the law is that His Majesty will attend the Council meetings and he will hear the debates of the members. The difficulty which has hitherto existed in the Government was that whenever His Majesty consulted his Ministers the meeting was always a private one. Hence one Minister made one representation of a case to him, and another told another story of the same case when his turn for audience came. On account of this arrangement there has been much confusion to His Majesty. But when the new law goes into effect His Majesty will be present at the sessions of the Council and will hear the open debate of different Councilors. From these debates he will know the facts of the case and with that knowledge he will form his opinion. On the whole the new law is similar to the laws governing the Go-

vernments of Europe and America, and it will minimize the possible corruption of the official class. The personnel of the new Council seems to meet the approval of the people. The President, Kim Pyong Shi, is an old type of statesman with a clean record, and is said to be very honest and fair in his dealings. He may not be familiar with Western civilization but a conservative man with an honest heart is far preferable to a corrupt *kainhaite*. The next person among the new Councilors is Mr. Min Yung Whan, who is now on his way home from Russia. Mr. Min is known to most of the foreigners in Seoul. He is considered by the natives as well as foreigners as one of the best members of the Min family. He always conducts himself as a gentleman and his past record is better than any other of the influential Mins of the days gone by. He was sent to Russia to represent his Government at the Coronation of the Czar, where he associated with the high officials of the Russian Government, and saw the wonders of a civilized Western nation, which will be a fine education to him. We expect great things of him when he reaches home and takes a seat in the New National Council. With a few exceptions the rest of the Councilors are loyal to His Majesty, and, when properly guided, will do whatever is good for Korea and her people.

## LOCAL ITEMS.

Mrs. D. A. Bunker gave a lunch party last Saturday. Those present were—Mrs. Waeser, Mrs. Jaisohn, Mrs. Allen, Mrs. Hulbert, Mrs. Bell, Mrs. Underwood and Miss Wainhold.

Cho Mai Bong sued Kim Bong Suk et al of Sang-Won to the Seoul Court for \$74.40 which amount he claims they owe him. The Court gave him an order to the Governor of Hanyang-Kyong stating that the case be thoroughly investigated and if the representation of the complainant is correct, the Governor may use his power to recover the money and turn it over to him. The complainant thought the order was not worded strong enough to suit him, so he added another sentence at the end of the original order, saying that the Governor must recover the money within a few days after receipt of the order and give it to the complainant. The counterfeit order was discovered by the Governor, and on the charge of altering public document, the complainant was arrested, and the case was reported to the Seoul Court. Moral: Honesty is the best policy.

The account of the robbery at the Roman Catholic cathedral last Saturday night was mentioned in our last issue. The thief's name is Yi Bong Kuk who entered the house of H. R. H. Tai-Won-Kun five months ago for the purpose of robbery. He was captured at the time, and served out his term of four month's imprisonment only a few weeks ago.

Mr. and Mrs. C. S. Addis are visiting Seoul. They are the guests of the British Consulate. Mr. Addis is connected with the Hongkong and Shanghai Bank.

British gunboat *Powell* and Russian gunboat *Kovets* have arrived in Chemulpo.

It is reported that the Japanese Minister Mr. Hara will return to Japan in a few days. As the rumor goes, his sudden departure is said to have an important bearing in politics. When Mr. Hara came here he received instructions from the last Cabinet, but lately the Cabinet has changed, hence with it the policy of the Government has also undergone alterations. He will return to Japan to receive either a new instruction from Count Okuma or he may resign his post in Korea altogether, and a new Minister will come. We will be sorry if Mr. Hara should leave us permanently, as he has been a very genial friend to many who have known him during his short residence here.

The September number of the Repository contains some valuable Notes on the Reigning Dynasty, a subject that is fresh to most of us and cannot fail to be interesting. Mr. Baird concludes his lucid and convincing ar-

gument in regard to Polygamists and the Church. Mr. Bunker tells us about the success of the Pal Chai School during the past year and Dr. Edkins interests those who are philologically inclined by a few words on the Polysyllabism of the Korean type of language. The Editorial Columns are unusually full and interesting and show a thorough grasp of the political situation of the day. Correspondence brings out some additional facts in regard to the story of Ta Jo Ta Wang's retreat to Ham Keung and Yi Ik Seop gives a parting and rather damaging shot at Mr. Hulbert's Thibetan origin of the Unmun. The notes are interesting but too few in number to suit the majority of the readers of the Repository.

## DEPARTMENT NEWS.

Magistrate of Chung Pyong Yi Ke Hun reports that 150 rebels entered his district and threatened his life, so he prepared a banquet and other entertainments for the rebels and treated them very hospitably. The rebels praised him and went away. The War Office charged the Magistrate with cowardice and recommended his dismissal to the Home Dep't.

Col. Kim Han Chin of Chun-Ju reports that a large number of rebels call themselves Christians and go about the towns and commit all sorts of outrages. He took a very prompt action in arresting these men. He further reports that another band of rebels call themselves Confucian disciples and are looting the villages of Sunchun district. He requests the Home Dep't to instruct the Magistrate of the district to arrest these men.

Capt. Yi of Bak-Chung reports that 26 leaders of the rebels were captured in Yung-Heung and Jang Chin districts and put in the provincial prison. The head Chief is still at large.

President of the National Council Kim Pyong Shi, Minister of Finance Sim Sang Hun, and President of Privy Council Min Yang Chun sent in their resignations but His Majesty refused to accept them.

Military Director Kim Chai Eun reports that Capt. Im Pyeong Il captured four leaders of rebels in Yang Yang district and obtained several pieces of arms. He further reports that Kang-Wha Militia captured forty-six rebels in Song-Wha district and shot them before a crowd of people.

## STEAMER SCHEDULE.

*Togakima* will be due on the 4th and will leave for Japan on the 5th. *Gensai* will be due from Chefoo on the 4th and will leave for Japan on the 5th. *Satsuma* will be due from Japan on the 5th and will leave for Japan and Hongkong on the 6th. *Nagato* will be due from Japan on the 8th and will sail for Japan and Vladivostok on the same day.

## GOVERNMENT GAZETTE.

Sept. 30th.

**Appointment:**—Royal Private Secretary, Kim Pyeong Wo; Loyal Grave Keepers, Hong Chai Sung; Ki-Ja's Grave Keeper, Kim In Sik.

**Resigned:**—Royal Private Secretary, Sim Ni Song; Royal Grave Keeper, Yi Chul Yong; Ki-Ja's Grave Keeper, Chung Hi Cho.

(Continued from last issue).

**Law Governing the National Council.**

(4) The following matters will be discussed and decided by the Council. (a) Laws, rules and regulations governing the Government and the national affairs in general. (b) Abolition, revision, and interpretation of the present laws, rules and regulations governing the whole national affairs. (c) Declaration of war or making of treaties with foreign countries. (d) In case of insurrection or any other disturbance in the country the Council will make plans and devices to pacify such troubles. (e) The matters relating to telegraph, railroad and mining. (f) The Government budget will be made by the Council. (g) Special appropriation can be made by the Council. (h) The matters relating to establishment, or abolition, increase or decrease of Government revenue or customs tariff. (i) The Council can make changes in the salaries of officials and other items in the budget for this year. (j) In case of using the private lands or timbers for internal improvements the proper price be decided by the Council and paid to the owner or owners. (k) His Majesty may send special messages to the Council for its deliberation. (l) Laws that are approved by His Majesty will be announced to the people by the Council.

(To be continued).

# THE FIRST KOREAN-AMERICAN

Philip Jaisohn: statesman, medical doctor, teacher, reformer, promoter of democracy, patriot, publisher

Column by Walter J. Stucke

Photos courtesy the Philip Jaisohn Memorial Foundation

● The longtime patriot and medical doctor Seo Jae-pil — also known as Philip Jaisohn — was one of the most important figures in the fight for Korean independence from Imperial Japan. He was the first Korean to gain American citizenship, and returned to Korea in 1896 with the desire to instill into the Korean mind Western values and set in motion plans for the preservation of Korean sovereignty.

He organized the first Korean Congress, in Philadelphia from April 14-16, 1919. Jaisohn invited all Koreans in North America to attend this congress, and 200 out of the 300 Koreans in North America did that very thing.

Statesman, medical doctor, teacher, reformer, promoter of democracy, patriot, publisher — these are just some of the terms that can be used to describe Philip Jaisohn. He led the fight for Korean independence and sovereignty in many ways, but none more importantly than through the Independence Club and The Independent. He knew that the road to a free and better future was long and arduous but stated, "It may require more time and patience to achieve our aims in a democratic way, but it is the best and the only way."

Today, the Philip Jaisohn Memorial Foundation finds its home in Philadelphia. The foundation stands to preserve the "medical, social, educational, and cultural" legacy of Jaisohn.

Groove Korea sat down with Kim Son-ho, former curator of the Jaisohn Museum, to talk about Jaisohn's legacy.

The first Korean Congress was not Jaisohn's first involvement in the Korean nationalist movement. He had been, according to Kim, involved in nationalist activities since he was a youth. Jaisohn participated in the failed Kapsin Coup of 1884. He did not act alone, but did manage to become a social pariah and had to flee to San Francisco.

Kim stated that Jaisohn lost everything in 1884, including his family, but found many important things in America, including Western ideas of equality and Christianity and even United States citizenship in 1888. Jaisohn had already embraced democratic ideals before coming to the United States, according to the president of the Philip Jaisohn Memorial Foundation, Dr. Whan Soon Chung. However, it was in America where Jaisohn's newfound Christian faith made his democratic ideas concrete.

When Jaisohn embraced the Christian faith, he found that all mankind, whether great or small, was equal before God. As Kim noted in his interview with Groove Korea, in Jaisohn's reasoning, democracy came from equality, which came from Christianity, which came from

Jaisohn was practically a prophet of Korea's future. He understood what it would take for Korea to be successful and what would lead the country to failure.

God. It must be remembered that Jaisohn was a man of his times and the egalitarianism he found in the United States, though nothing like equality in the West today, was leaps and bounds ahead of any notion of equality found in the rigid social structure of the Confucian-based hierarchical system of Korea. For in America, Jaisohn saw the push for universal education for all children of both sexes. He saw universal suffrage for all men. He encountered the intricate workings of a political system that involved the general public and also experienced America's impressive industrialization. Through the generosity of some benefactors, Jaisohn obtained a fine education that culminated in his graduation from the National Medical College of Columbian University (George Washington University) in 1892.

During Jaisohn's time in the United States, the sovereignty and security of Korea continued to erode. Japan flexed her muscles by defeating China in the Sino-Japanese War (1894-1895) and was complicit in the murder of the powerful Queen Min of Korea. Kim said that Jaisohn returned to Korea in 1896 with the desire to instill into the Korean mind Western values and to set in motion plans for the preservation of Korean sovereignty. According to Kim, Jaisohn felt two approaches were necessary to accomplish these ends. First, Korea needed to increase power through self-reliance in the areas of energy production and food vis-à-vis the development of the economy and democracy. Second, it was imperative for Korea to remain neutral in its diplomatic approach. If Korea ceded too much of its influence to China, Japan or Russia, then the threat of capitulation to one of its powerful neighbors was inevitable. Chung explained that there were many



**ABOUT THIS COLUMN:** Korea's History is a monthly column that features a prominent period of Korea's history. Groove Korea will interview well-known historians to provide insight into Korea's past.



avenues in which Jaisohn intended to spread his ideas. First, Jaisohn spent substantial time teaching and lecturing at the Methodist school Pai Chai. Missionary Henry Appenzeller founded the school in 1885 in Daejeon and many future political leaders of Korea attended Jaisohn's lectures. Jaisohn taught math, science, Western medicine, public hygiene, religion, American government, American history and economics. It was through Pai Chai that Jaisohn and Syngman Rhee became acquainted, as the latter was an alumnus of the school and worked as an English teacher.

However, Jaisohn's second and third avenues for the propagation of his ideas were even further reaching. In 1896, Jaisohn began publishing *The Independent*. This newspaper was unique in that it was printed in hangul (Korean script). Kim stated that the paper contained six pages, four printed in hangul and two in English. This was significant because the official written language for the Koreans had been Chinese. Hangul was often deridingly referred to as women's writing. Hangul was much simpler to master than the cumbersome Chinese. Thousands of copies were printed of each edition, but the number of Koreans who were exposed to the paper was much greater. With most Koreans being illiterate, each copy would be read aloud to large crowds. Kim suggested that the paper had a minimum of five to 10 times the audience and possibly more through this public reading. This paper expounded upon the ideas of Western-style democracy, Christianity, universal education, equality of the sexes, Korean independence, Korean nationalism and Korean sovereignty. It also publicly condemned corrupt public officials and demanded their removal from office.

Jaisohn's third avenue of propagation was his establishment of the Independence Club. This club reinforced the ideas set forth in *The Independent*. Koreans from many different political and religious backgrounds became members of the club. One of the greatest functions of the club was the establishment of mock debates. In fact, the unofficial name of the club was the Yes/No Club. It derived this name from the mock debates, where an issue would be proposed and the participants would be divided into two opposing sections. Each side would present their arguments for a particular issue (for example, education) and then the other side would offer their rebuttal and own ideas on the topic. Then, the members would vote "yes" or "no." Through this experience, many Koreans gained invaluable training in the democratic process of government. Chung pointed out that through this method of debate, club members were able to bounce ideas off each other. By combining the revolutionary ideas of Jaisohn's newspaper and its condemning of corrupt public officials, coupled with the training of Koreans in the democratic process, it was not long before Jaisohn met stiff opposition.

Jaisohn's first enemies were foreign, most notably Japan and Russia. Initially, Japan had a favorable view of the reformer's work because Jaisohn had spent about a year in Japan being educated in Western methods when he was 18. It was this education that inspired the Kapsin Coup. However, it was not long before the Japanese came to distrust Jaisohn, according to Kim, and regard him as an enemy because he tirelessly fought to maintain Korean independence and Japan wanted control of Korea.

Chung and Kim both agree that the Russians absolutely hated Jaisohn. For some time, the Korean king (Gojong) had been governing the country while hiding inside the Russian Legation after the Japanese murder of Queen Min. Jaisohn greatly condemned this arrangement, along with speaking out against the increasing number of Russian soldiers and officers entering Seoul, the Russian oversight of the Korean Finance Ministry, Korean finances being put under the authority of Russia, and the establishment of the Russo-Korean central bank. The Russians

wanted Jaisohn out of the picture. Kim stated that the Russians believed him to be a spy for the United States.

The Russians devised a ruse to get Jaisohn back to the United States. Before returning to Korea, Jaisohn married an American named Muriel Armstrong. Chung told the story of some Russians, no doubt at the behest of the Russian Legation, paying some Americans to write a letter stating that Jaisohn's mother-in-law was extremely sick, even at the point of death. When Jaisohn and his wife returned to the States they realized that they had been deceived, as Muriel's mother was in exceptional health.


Kim believes King Gojong was also suspicious of Jaisohn and his nationalistic activities. The memories of Jaisohn's involvement in the Kapsin Coup were still fresh in Gojong's mind and Gojong also wrongly assumed that Jaisohn wanted to abolish the monarchy and establish a republic. In truth, Jaisohn sought a constitutional monarchy.

Jaisohn's main support came from some Western missionaries (a few opposed him) who, Kim noted, frequently contributed columns to *The Independent*. Furthermore, most of the missionaries came from the United States, and it would be the most suitable country for diplomatic cooperation since the United States did not wish to occupy Korea. The missionaries shared a common faith and common works of charity with Jaisohn. Kim also reiterated the point that cooperation with missionaries was essential to bring about needed reform, enlightenment and a realization of a modern consciousness. Being a medical doctor and having a zeal for educating the Korean people, Jaisohn wanted even more missionaries to come to Korea because they had already established many hospitals and schools.

In any event, the majority of influential people wanted Jaisohn gone and he departed Korea on May 14, 1898, not to return until 1947. The scene of Jaisohn's departure in 1898 was a far cry from when he fled the country in 1884 after the botched Kapsin Coup. In 1884, Jaisohn scurried out of the country a pariah with a death sentence. By 1898, most Koreans would have been willing to shed their own blood to save him.

Philip Jaisohn's legacy and contributions to Korea's political and educational development cannot be overstressed. He brought Western education and democratic ideas to the Korean mind. He gave them an organization to voice their opinions and concerns and put the printed press at their fingertips in their native hangul. In honor of Jaisohn, the Korean government placed a statue of the reformer outside of the Korean Embassy in Washington, D.C. But the question remains, what can present-day Koreans and others learn from Philip Jaisohn?

Chung has four lessons that Koreans should learn from Jaisohn. First, he developed his ideas and ideals when he was young. Second, he took his religious faith and Western knowledge very seriously when in America and used them for the betterment of Korea. Third, he made his own money. Jaisohn saw the importance in being self-sufficient. Fourth, he passed on his ideals to the next generation.

Kim also has three lessons that Koreans and others can learn from Philip Jaisohn. First, Jaisohn was practically a prophet of Korea's future. He understood what it would take for Korea to be successful and what would lead the country to failure. Second, he laid a foundation for future Koreans to follow. Third, he cautioned people that too much trust in the government is always dangerous and warned against having extreme political ideologies. 



**ABOUT THE WRITER:**  
Walter J. Stucke has an MA in Korean History. He will be writing a monthly column on Korean history. His opinions do not necessarily represent those of Groove Korea.

— Ed.





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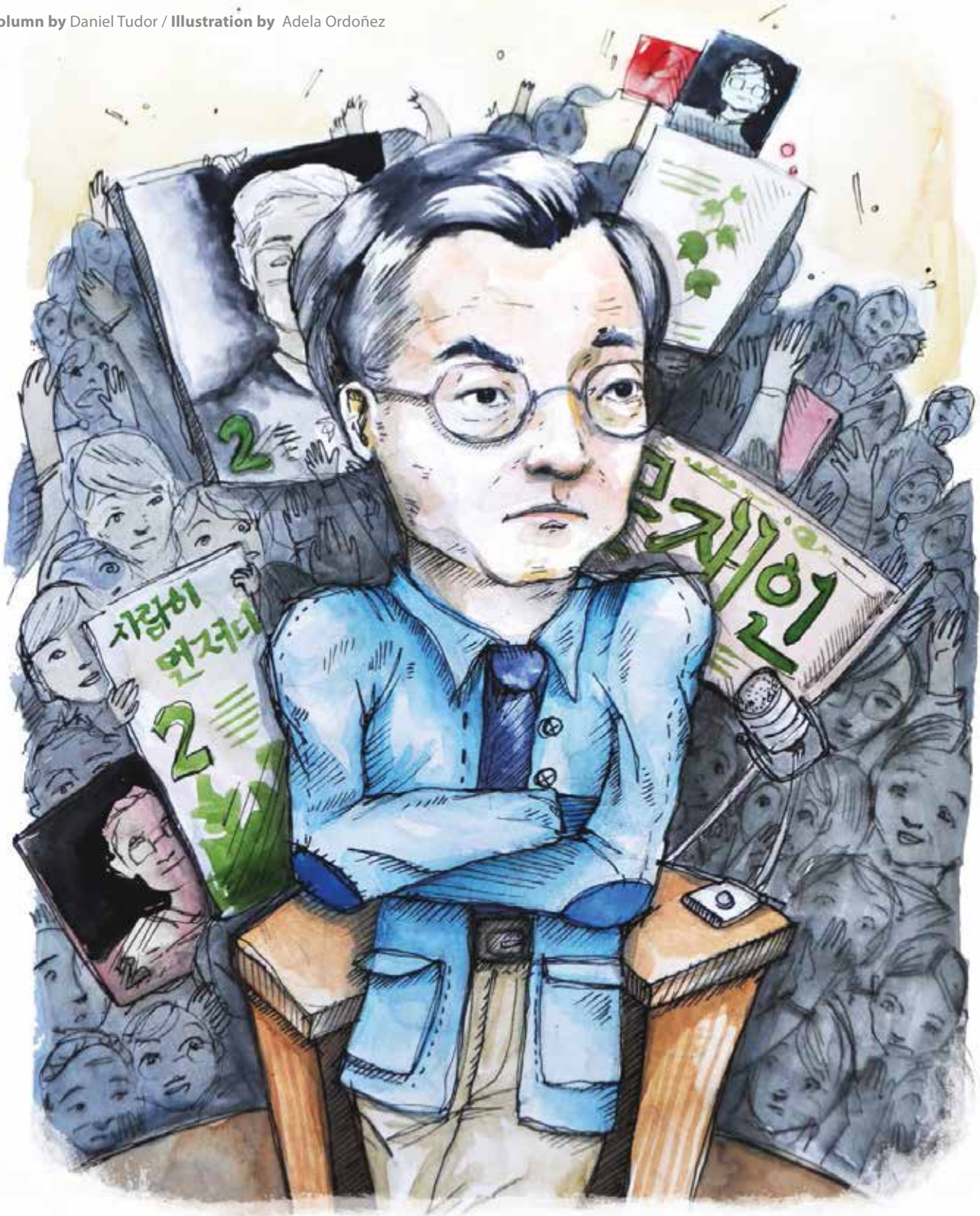
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# HOW THE LIBERALS BLEW IT

It's only a matter of time before Ahn Cheol-soo reemerges with his own party

Column by Daniel Tudor / Illustration by Adela Ordoñez



#### ABOUT THE WRITER:

Daniel Tudor writes a monthly column for Groove Korea. He is also The Economist's Korea Correspondent. Recently he released his first book, "Korea: The Impossible Country," which has been the subject of articles and reviews in the Financial Times, the Wall Street Journal, Time, and others. His opinions do not necessarily represent those of Groove Korea. — Ed.



No doubt Moon Jae-in himself could have fought a better campaign, and indeed, he has told his supporters to blame him for the defeat. Having interviewed Mr. Moon, I have come to see him as a very honorable person, and by far the best the DUP could have offered this time around.

● Park Geun-hye's term as president of South Korea begins on Feb. 25, but there is another side to her narrow Dec. 19 victory. The election was as much a Democratic United Party defeat as a Saenuri win.

Both parties campaigned on "economic democratization" — something naturally much closer to DUP than Saenuri territory. And this came after five years of Lee Myung-bak, a president who swept into power on a wave of thrusting, pro-chaebol "747" growth pledges, but then lost his luster as the world changed in front of his eyes. This presidential election was the center-left's to lose — and lose it, they did.

No less than three potential vote-splitting candidates got out of Moon Jae-in's way. Admittedly, the most important of them was not exactly whole-hearted in his endorsement of Mr. Moon, but for the DUP to blame Ahn Cheol-soo is unreasonable: he did not truly owe them anything.

No doubt Mr. Moon himself could have fought a better campaign, and indeed, he has told his supporters to blame him for the defeat. Having interviewed Mr. Moon, I have come to see him as a very honorable person, and by far the best the DUP could have offered this time around.

The real problem, I believe, is with the party itself.

Quite simply, the DUP is still living in the 1980s. They retain a student protest mentality that comes from the anti-dictatorship movement. When they campaign, they tell you how awful Mr. Lee is, and how Ms. Park is the daughter of a ruthless dictator. They are great at throwing stones. But they do not seem to realize that this is not enough to win. A campaign slogan of "change the government" does not tell voters what the alternative is, and whether it is any good or not.

They tried the same thing last April, for the parliamentary election. "Judge the MB government" was the slogan then. A friend of mine working for the DUP told me that their strategists believed that slamming Saenuri was the best route to victory. Clearly it didn't work out that way — but that didn't stop them from trying the same thing again in December.

The DUP also makes itself look too left-wing for the average voter — even though it really isn't. They were proposing very similar chaebol reforms to Mr. Ahn, but selling them in a different way. Whereas Mr. Ahn's personal background made it look like he was offering a more level playing field and opportunities for genuine entrepreneurship, the DUP made it into a 1 percent vs. 99 percent issue — because of their old, confrontational, student protest era attitude.

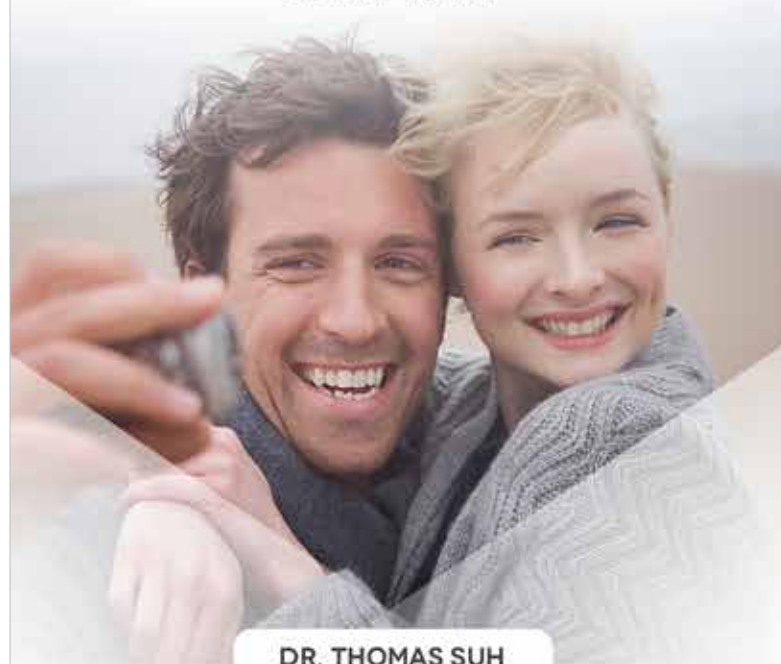
An investment manager friend of mine told me that he had wanted to vote for Mr. Ahn, but had reluctantly switched to Ms. Park after the anti-virus maker's tearful exit. He felt that Mr. Moon hated business. But like I said, the two men were offering roughly the same deal on the major issues. The difference was in the presentation.

As someone who believes very strongly in cracking down on the abusive activities of chaebol families — for the good of the economy — I worry this election may turn out to have been a missed opportunity. Will the incoming Saenuri government be willing and able to take on the challenge? I hope so. But if not, then we will have to start looking towards 2017.

The thing is though, we will not be talking about the DUP in 2017. Mr. Ahn will no longer be willing to get out of their way from now on. I expect he will come back in the next few months with a party of his own, and start drawing important figures away from the DUP. He will be able to present a fresher, more reasonable face to the electorate. And what remains of the party, may end up simply collapsing into his arms. Perhaps that wouldn't be a bad thing. 🇰🇷



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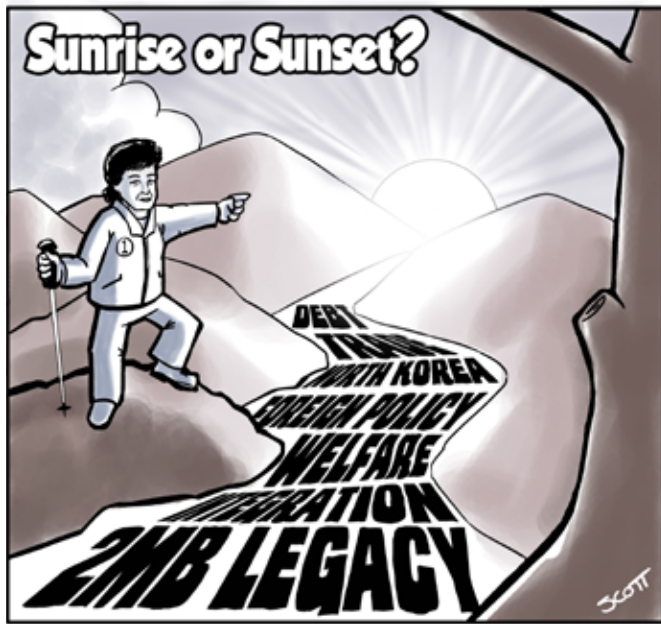
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# OUR NEW PRESIDENT

The views of Korea's young women

By Elena Jang, Kim Seo-ra, Angela Kim

Illustration by Jason Burnett

Korea's first female president, Park Geun-hye, will be inaugurated on Feb. 25. The Three Wise Monkeys webzine asked three young Korean women to reflect on the historical event and what they foresee in Park's five-year term.

## Congratulations (now I have to get back to work)

Elena Jang, 21, is a junior double majoring in comparative literature and culture & political science at Yonsei University. Currently she is an exchange student at Dartmouth in the United States.

Many middle-aged and elderly Koreans seem to be worried about the low voting rate of the younger generation this election, especially those in their 20s, who showed the lowest election turnout of all the age groups. Yet, as a 21-year-old Korean woman, during the past few weeks, I learned more about the presidential campaign from friends in their 20s than from anywhere else. For the past month, my Facebook newsfeed was filled with posts discussing some aspect of the presidential election. Every day, I would scroll through expressions of disgust after watching the presidential debate (mostly about Park's "old" handbag), heated Facebook wall debates between friends, and humorous videos and images parodying the nominees. Fellow friends who came as exchange students bragged about having had the chance to vote before all their friends in Korea, snapping pictures of themselves in front of the Korean embassy or consulate general in New York, Toronto or Berlin. In turn, this week, friends back in Seoul posted updates encouraging each other to vote, sometimes attaching a photo of themselves making V signs in front of local voting stations.

For Koreans in their 20s, Park is not a new face. From an early age, many of us have seen her on TV and in newspapers. For many of our parents, especially those from the southwestern Jeolla region, she represents the vestige of dictatorship, but for many of their children, she has always been another politician, a regular fixture on the news and a household name. Though many of our parents (who probably influence their children's political views the most) spent their 20s under a dictatorship, they have grown increasingly conservative with age. Plus, Korean college students no longer have to fight for

democracy; these days, no one goes out into the streets to protest except for matters related to tuition and employment. Unfortunately, many of us simply do not have the time to reflect and weigh each candidate's promises, let alone contemplate the political state of the nation. Many of us are too busy finding internships, preparing for goshi (state exams) and working around the clock, getting used to the corporate world.

Still, many of my female friends (myself included), were excited merely at the prospects of having a woman lead the country for the first time in a thousand years. Korea will be the first East Asian country to have a female president, and many of us hoped that her election alone would somewhat unwind the deeply ingrained Confucian culture of paternalism. Many news outlets have explained that gender wasn't as big a factor in this election. But our mothers remember the first time they saw Park after she entered politics in her 20s, when she was forced to act as a first lady on behalf of her murdered mother. My mother still marvels at how Park has managed to stay afloat for as long as she has as a woman in Korean politics.

Some of my college friends were lured by Moon Jae-in's promises of slashing tuition by half by next year, and his promises of preparing an "employment preparation fund" that would provide young unemployed Koreans with 50 percent of the minimum wage every month. But it seems that many of us also equate increased expenditures on welfare with heavier taxes that we will have to bear in the future. Regarding security issues, many of my friends, as is the growing trend among the younger generation, which has almost no ties to North Korea (except for some relatives from the North who may have passed away years ago), do not view North Korea favorably and oppose reunification. Furthermore, many of us have become just too apathetic. Our lives to this point have not been as tumultuous as our parents' and grandparents' were. Politics did not play as big a role as did K-pop and TV shows. Nevertheless, though some of us may have been disappointed with the election results, the feeling will soon pass; approval ratings will go down in five years anyway, and sadly, we should be preparing for the next big final exam or school project coming up, for those things more directly affect our lives at the moment.

Still, I would like to applaud Park for her victory, for finally ascending to the presidency and for being the first Korean woman to do so. Though I don't think it really matters who won at this point, I just hope that she keeps her promises, especially those regarding youth employment and policies towards women.

## The patriotism of Korean youth

Kim Seo-ra, 18, is a graduating senior at Daewon Foreign Language High School and will be entering Korea University in the spring.

A Korean newspaper once asserted that patriotism is the trait of modern Korean youth and this trait would be the primary factor in then-candidate Park Geun-hye's victory.

It is true that the majority of Korea's youth wanted to remove Saenuri (New Frontier Party) from power. They were expecting an innovative force to lead Korea and Ahn Cheol-soo, who eventually bowed out of the race in late November, leaving Moon Jae-in to face Park, was the individual whom many Korean young people thought of as that innovative leader. Still, the opposition party believed in the young generations' aspiration to change government power. Consequently, most people thought if the voting rate increased, Moon would definitely win. But the result was different. The fact that Moon was more amicable to North Korea compared to Park triggered the young generation's patriotism.

Moreover, Park provided more realistic pledges, while Moon was too radical. For instance, because of the problem regarding punishing sexual offenders (a number of heinous sexual crimes have occurred over the past few years with light punishments), people supported Park, who proposed the initiation of chemical castration.

Lastly, Park's image as the daughter of Park Chung-hee, a dictator who led Korea's economic development, helped her garner votes from the older generation. Those people think her father led Korea out of chronic poverty after the Korean War. Also, many of them still feel pity that she lost her parents at a young age.

I think these are the common hopes of Koreans, including myself:

1. Park needs to enact a robust land development and housing supply policy. The regional gap in Korea is still too big. The region of Jeolla has been lagging behind for a long time. Also, housing should be evenly distributed.



PANASIA

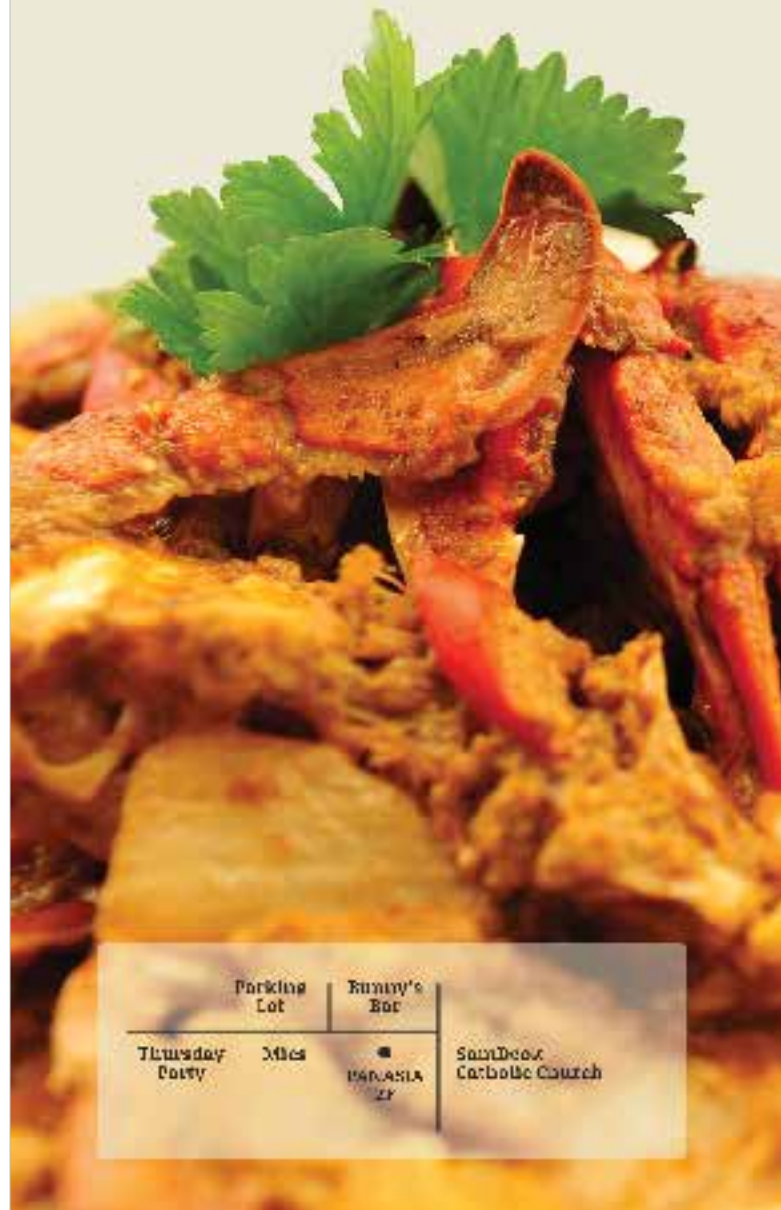
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2. Park needs to provide a realistic educational policy. Recently, the mayor of Seoul, Park Won-soon, said that Seoul City will provide university tuition so that students do not have to pay that much money. However, that money would come from raising taxes; this is not an appropriate solution. Also, there is no need to financially support students from rich families. There should be a realistic, graded approach. Furthermore, Park asserted she would reform the current education system, which focuses only on college entrance exams, to one that enhances each student's potential. But considering the reality, many parents put more emphasis on entering high status universities. Park needs to offer a pragmatic solution.

3. Park needs to maintain a hardline policy against North Korea. This is why many people supported her.

And most of all, many people want Park to be different from President Lee Myung-bak even though they are both conservatives.

### Didn't Koreans want change?

Angela Kim, 18, will be entering Seoul National University in the spring to study philosophy.

I appreciate the fact that the turnout for Korea's 18th presidential election was very high (a reported 75.8 percent), showing that many citizens are concerned about the future of the nation. However, it is hard to accept Park's victory for a few reasons.

First, one way to look at this election was "a dictator's daughter vs. a human rights lawyer who had been imprisoned because of his pro-democracy activities." Though Park herself was not a dictator, many students here in Korea think that she should bear some responsibility for her father's abuses of power, instead of trying to take power herself. When it comes to the people who suffered severely under dictatorship (such as those who lost their family due to torture, or faced torture themselves), we can assume that they would consider Park's seizure of power unacceptable. And many of us think Moon deserves more respect for the things he has done (fighting for democracy and working as a lawyer for human rights).

Second, I'm wondering whether Koreans truly want a new brand of new politics and a better economy. I have seen so many articles, news reports and SNS messages, demanding change. Despite this, the last general and presidential elections ended with conservative party victories. Admitting that a conservative party is capable of reformation, every Korean can see that Saenuri and Park have done little for a better society. Being a majority party, they could have passed new regulations and laws during Lee Myung-bak's term, but they haven't. Many people say they have suffered during the last five years under President Lee's government. If that's the case, why don't they give the opposition a chance? Yes, I understand Koreans' distrust of the Democratic United Party, and I myself am not a supporter of it. Nonetheless, if we are to make some changes to improve this reality, it is obvious that voting for a candidate of the ruling party is not the best choice. It is doubtful whether President Park and Saenuri will carry out their promises, considering they had every opportunity to enact similar laws but haven't.

Third — the TV debates. Voters had the chance to examine the candidates' capacities, attitudes, thoughts and policies through the debates. Park's words were not clear; her policies were vague; she did not answer Moon's questions clearly and could not refute Moon's arguments. When I watched the debates, I expected that more people would go for Moon as a result of his performance. However, it seems that the debates did not have that much impact on voters' minds.

Overall, Koreans seem to still be influenced by local, regional feelings rather than their political creed, built up prudently with their true thoughts and experiences, which makes me feel sorry. The saddest thing about this election, to me, was the fact that I did not have suffrage due to my age.

Anyway, Korea's new president, chosen by the majority of Korean people, was elected. Now we should watch what President Park and Saenuri do.



The views expressed here are those of the authors. Find the original piece at [www.thethreewisemonkeys.com](http://www.thethreewisemonkeys.com). — Ed.



# AN IPAD FOR TINY TIM

How the holiday now consumes the calendar

Column by John M. Rodgers / Illustration by Kang Seo-hyeon



● My first Christmas home in years really began about a month before — on Nov. 22, America's Thanksgiving Day — when I drove past a place selling wreaths (3 for \$12) and Christmas trees. "Already?" I thought, knowing I'd never seen those things for sale so early before I left for Korea. But the fact was clear: Christmas' clamor had overtaken Thanksgiving.

The push of Christmas — the decorations, the advertised sales — all begins somewhere after Halloween, or so it seemed this year; I noticed angels, Santas, snowmen, stars and other Christmas trinkets on the

shelves at the local pharmacy the day after Halloween, which itself is the second biggest retail holiday in the United States with Americans reportedly spending \$2.3 billion on candy alone in 2011. But Halloween is a distant second to the hundreds of billions spent on Christmas.

Sure, before I headed abroad I'd heard of "Black Friday," that Friday after Thursday Thanksgiving when retailers woo shoppers with tantalizing sales, and while in Korea I'd seen news reports about some of those crazed shoppers stampeding into stores, plowing over people (sometimes fatally), in order to snag that half-off plasma TV or iPad.

#### ABOUT THE WRITER:

John M. Rodgers is a founding editor of The Three Wise Monkeys webzine and currently acts as Groove Korea's editor-at-large. John is back in the United States after a long stint in Korea and will be writing about readjustment. — Ed.



"What do you want?" family members asked. "Well, I don't need anything," I would answer, trying not to sound like Scrooge. "A card is fine," I would follow, and I meant it. Once you've moved across the world you realize what you really need and it's not much (a Spam gift set isn't all that bad).

Then, as I recall, the stores opened their doors one second after midnight on that Friday.

This year "superstores," like Walmart, opened their doors at 8 p.m. on Thanksgiving evening, thereby declaring open season on the holiday. As I sat down to my first Thanksgiving meal with family in years (normally I'd have been waking for work in Korea), I wondered why anyone would be thinking of going shopping a few hours later. "It's become a tradition," said one mother who came on the 9 o'clock nightly news — a shopping tradition.

And those shoppers did not disappoint — according to shopping analysts, consumers came out in droves (327 million shopping visits on Thursday and Friday) and spent more than before (nearly \$60 billion over the weekend, a double-digit increase from 2011). This mammonistic mania carried right on through the weekend to "Cyber Monday" when another \$1.5 billion disappeared into cyberspace. It was hard to escape the call to shop.

Korea's first president, Syngman Rhee, declared Christmas a public holiday in 1948. Oddly, Buddhism was the dominant religion then (though Rhee was Protestant) and it took decades for Christianity to overtake it. Now, some 30 percent of Koreans are Christian while approximately 22 percent are Buddhist (more than 70 percent of Americans say they are Christian).

When I first arrived in Korea before the 2002 World Cup, it was hard to find any major signs of Christmas aside from the lights on the department stores, the decorations in foreigner boroughs and the massive Christian congregations at churches like the Yoido Full Gospel Church. Over the years the Christmas consumption craze grew and, perhaps, the Christmas "cake" benefited the most — Koreans love celebrating with cake and one more reason never hurt. You'll see more decorations and ads now, but Christmas is still a foreign-feeling thing to many Koreans.

I got used to that. I still had a miniature tree, went shopping for my girlfriend at the time and sent books or music to family back home. But I felt no pressure, no urgency to find the "right" gifts, and my distance (and the cost of shipping) prevented my family from sending large, unnecessary and wasteful presents. Christmas Day passed with a watching of "A Christmas Story," "A Christmas Carol," or "Die Hard" and some simple enjoyment with friends. (I will admit to making the mistake of going to Myeong-dong's shopping Mecca one Eve with a girlfriend, where a mashed sea of people pushed us along.)

My U.S. holiday re-education began with that pre-Christmas wreath/tree sale and the rolling series of holiday deals, gimmicks and promised happiness that comes with buying, giving and receiving. "What do you want?" family members asked. "Well, I don't need anything," I would answer, trying not to sound like Scrooge. "A card is fine," I would follow, and I meant it. Once you've moved across the world you realize what you really need and it's not much (a Spam gift set isn't all that bad).

So perhaps the most difficult aspect of the modern American Christmas for me to square is the realization that most everything you and others buy will be forgotten by next Halloween (or the summer) as new, updated, shimmering promises of pleasure fill early wish lists. The things that will last won't be the stuff, but the memories of time spent with family and friends, the people (not things) who bring value to life. Surely the time around the table at Thanksgiving — or during Korea's Chuseok — is worth a lot more than the newest plasma TV or iPad. 📺



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# SEOUL'S BEST SUSHI

Foodies from Japan, Korea and China scour Seoul for their respective country's best eats

**Story by** Yang Sun-young / **Photos by** Claire Lee

● Sub-par sushi, bulgogi, and sweet and sour pork — it's everywhere. In your local supermarket, at the mall and in the dozens of buffet restaurants scattered throughout Seoul. And it's not cheap, either. So what's a foodie to do? To find the best sushi, bulgogi, and sweet and sour pork, Groove Korea tagged along with foodies from Japan, Korea and China as they scoured Seoul for their respective country's best eats.

This month we're on the hunt for Seoul's best sushi.

Our judges on this outing were Naomi Sonobe from Sapporo, Japan, Hong Weiwei from Xiamen, China, Claire Lee from Seoul, and Jung Sun-ran from Seoul.

Our first stop was Kappa Sushi in Gangnam.









## AVERAGE SCOREBOARD

Freshness	3.3	Diversity	4.8
Atmosphere	3.5	Kindness	3.0
Average	3.9	Price	4.8

## PERSONAL SCOREBOARD

Naomi	4.1	Weiwei	4
Sun-young	3.8	Claire	3.6

**"This is more than a sushi restaurant, it is 'sushi entertainment' to some extent."**

— Naomi

## Kappa Sushi (갯파스시)

Address: 1327-1, Seocho-dong, Seocho-gu, Seoul  
Contact: (02) 581-4377

Kappa Sushi is a popular chain restaurant that originated in Japan. It has two locations in Seoul — Guro and Gangnam. We visited the Gangnam location.

People come here for two reasons: It's very cheap and the sushi is actually pretty good. A plate of honmaguro (tuna belly nigiri) goes for 2,500 won and other sushi plates were available for 1,500 won apiece.

There's a lot to choose from. The "sushi train" is packed with 54 selections of sushi, 19 different rolls, eight sashimi choices and 18 desserts.

Of note is the localized sushi. Samgyeopsal sushi, anyone? Hoemuchim sushi is another interesting choice (it's sea bass with Korean spicy sauce). These were not our judges' top choices.

Naomi, our Japanese judge, liked the atmosphere at Kappa Sushi. "This is more than a sushi restaurant, it is 'sushi entertainment' to some extent." Indeed, Kappa Sushi made a name for itself in Japan by being a place for both sushi and entertainment.

**Criticism:** While we busily stuffed our faces with this exorbitantly cheap sushi, some problems did stand out. Not all the fish was thoroughly defrosted, and some didn't look very fresh. However, it's easy to overlook that when you factor in the price.

**Praise:** The sushi is good — easily above average in Seoul. As a bonus, free soft drinks are included with your order. The place is bustling, entertaining and high-tech.

**Who:** Overall, Kappa Sushi is a great place for those looking for value. It's popular with students.



## AVERAGE SCOREBOARD

Freshness	3.5	Diversity	3.3
Atmosphere	3.4	Kindness	3.2
Average	3.0	Price	3.6

## PERSONAL SCOREBOARD

Naomi	3.3	Weiwei	3.9
Sun-young	3.5	Claire	3.3

**"The fish-rice ratio was good, but the taste wasn't impressive."**

— Naomi

## Mine Sushi (미네스시)

Address: 678-34, Yeoksam-dong, Gangnam-gu, Seoul  
Phone: (02) 553-9105

Mine Sushi is a renowned Japanese restaurant in the Yeoksam area of Seoul. The atmosphere is more refined than Kappa Sushi.

We ordered the lunch set for 25,000 won per person. Appetizers came at a steady pace: seaweed salad, porridge, grilled marrow, sashimi and vegetable tempura. But it was the sushi we were after, and it finally arrived after about 30 minutes. In front of us was a gorgeous compilation of sushi — sea bass nigiri, three rolls with avocado, crab meat, salmon, halibut nigiri and honmaguro.

The fish pieces were large, with the fish falling far over the edge of the rice. Points for scale. Interestingly, Naomi docked points for authenticity because of the order in which the food came out: According to her, sushi should come at the end of the meal in Japan, but Mine Sushi delivers it mid-course.

**Criticism:** It was pretty clear that presentation was prized over taste. "The fish-rice ratio was good, but the taste wasn't impressive," said Naomi. The customer service failed to meet our expectations. Waitresses simply had too much to do to give each private room the attention it deserved.

**Praise:** 25,000 won may sound pricey, but it is a fair price for the amount of food that is served.

**Who:** Mine Sushi is highly recommended for businessmen and middle-aged people with cash to burn on mediocre, but filling sushi.



AVERAGE SCOREBOARD				PERSONAL SCOREBOARD			
Freshness	5.0	Diversity	5.0	Naomi	4.2	Weiwei	4.1
Atmosphere	4.5	Kindness	4.7	Sun-young	4.2	Claire	4.1
Average	4.2	Price	1.7				

“Kiyomizu is the best sushi restaurant I have ever experienced in Korea.

— Naomi

## Kiyomuzi (기요미즈)

Address: 177, Walkerhill-ro, Gwangjin-gu, Seoul  
Phone: (02) 450-4599

Kiyomizu is a high-end Japanese restaurant in the Sheraton Grande Walkerhill. Expectations for service and food are obviously sky-high.

As we walk through the doors at Kiyomizu, we're greeted warmly by the staff before being led to our table. This place isn't grand in scale, but it's quiet and classy. Our window seat gave us a good view of the Han River. No disappointments so far.

We ordered the Sushi Set for lunch, which goes for 60,000 won per person — which comes as no surprise as this restaurant is located within a five-star hotel.

The sushi table faces chef Lee Gang-wook. I, being a sometimes-vegan, was pleased when he presented me with vegan sushi. It was fantastic, melt-in-your-mouth sushi. The chef is very accommodating and is known to create a number of vegan sushi options. He explained in detail every dish he served us. Lee also suggested sipping ocha — Japanese green tea — rather than the usual miso sup, saying that miso isn't a good pair with high quality sushi, because it casts a shadow over the freshness of the fish. Perfect sushi, he said, needs to be fermented for six to seven hours.

At Kiyomizu, you get what you pay for. “Kiyomizu is the best sushi restaurant I have ever experienced in Korea,” said Naomi.

**Criticism:** Let's face it, not everyone can afford to spend 60,000 won on a lunch set.

**Praise:** That said, this is some of the best sushi you'll get outside of Japan. The customer service is superb and the atmosphere decadent.

**Who:** Kiyomizu is highly recommended if you're looking to get your hands on some “real” sushi. (Or if you can get your fingers on your boss' company card.)



AVERAGE SCOREBOARD				PERSONAL SCOREBOARD			
Freshness	3.1	Diversity	2.8	Naomi	3.9	Weiwei	2.5
Atmosphere	3.8	Kindness	3.1	Sun-young	3.5	Claire	3.1
Average	3.8	Price	3.6				

“The taste and quality are fair. I would say it is quite high for Korea. It would pass in Japan.”

— Naomi

## Shari-den (샤리덴)

Address: 1F, 836-24, Yeoksam-dong, Gangnam-gu, Seoul  
Phone: (02) 554-1542

Shari-den, located in Gangnam, is famous because it has a Japanese executive chef. This, however, isn't exclusively a sushi restaurant. It's more of a high-end izakaya.

We began by ordering a plate of sushi and tofu salad. I wasn't impressed with the sushi when it arrived; there was way too much rice, I thought. Shari-den gets points for presentation and quantity. Ten pieces of sushi were placed nicely on a black-stone plate.

“The taste and quality are fair. I would say it is quite high for Korea. It would pass in Japan,” said Naomi.

The price for the Sushi Moriawase set was a reasonable 27,000 won for 10 pieces.

There were many Japanese customers on the day we visited — so it must be doing something right. The wait staff speak Japanese, too, so it truly takes on the atmosphere of a Japanese restaurant, especially when the sake starts flowing.

“This restaurant is famous among Japanese residents in Korea,” said Naomi. “As an Izakaya, Shari-den is nice to come to, but considering only the sushi, it's not up to snuff when compared to Kiyomizu and Ogawa.”

**Criticism:** We experienced underwhelming sushi and unfriendly, brash service.

**Praise:** The head chef was very kind and no one will ever claim that this is a boring restaurant.

**Who:** Shari-den is a great place to go to experience a truly Japanese atmosphere in the heart of Seoul. Enjoy some sake and brush up on your Japanese.



## AVERAGE SCOREBOARD

Freshness	4.4	Diversity	4.6
Atmosphere	4.2	Kindness	4.4
Average	4.0	Price	2.4

## PERSONAL SCOREBOARD

Naomi	4.1	Weiwei	4.0
Sun-young	4.1	Claire	3.8

"They serve a very small amount of rice, so I felt like it was more like a fish wrap."

— Naomi

## Ogawa Sushi (오가와 스시)

Address: 5, Dangju-dong, Jongno-gu, Seoul  
Phone: (02) 735-1001

Ogawa Sushi is a cozy restaurant located in a basement behind the Sejong Center for Performing Arts. Only 15 diners can occupy it at once, freeing the chef to spend more time focusing on each customer.

Ordering here doesn't take much time or thought, as there are just three set menus — one for lunch, one for dinner and one for takeout. In terms of taste, it's comparable to Kiyomizu, but differentiates itself with a less commercial, more intimate, feeling.

Interestingly, most of the sushi we ate here was half cooked. This cooking method is said to bring out the "true" taste of the fish. Naomi, however, was suspicious that it was a scheme to disguise the freshness of the ingredients.

I liked the simplicity and quality of the menu. The small dining room is made for a more relaxing, even fun ambiance. This is still a place that maintains an air of class.

Cost-wise, we spent more money here than anywhere else, with the only exception being Kiyomizu.

**Criticism:** Naomi still wasn't impressed with the fish-rice ratio; "They serve a very small amount of rice, so I felt like it was more like a fish wrap."

**Praise:** We all agreed that Ogawa Sushi is an elegant restaurant with a high-quality menu and professional service. As long as price isn't an object, you will enjoy yourself thoroughly.

**Who:** Ogawa Sushi is for you if you're willing to spend big on a cozy restaurant with professional service and excellent food.



## AVERAGE SCOREBOARD

Freshness	2.2	Diversity	3.2
Atmosphere	3.3	Kindness	2.8
Average	3.1	Price	4.1

## PERSONAL SCOREBOARD

Naomi	3.1	Weiwei	3.1
Sun-young	3.2	Claire	3.1

"It is so casual and the price is affordable. The booze, the food and the restaurant itself are complimentary."

— Sun-young

## Gida Sushi (기다 스시)

Address: 683-125, Hannam-dong, Yongsan-gu, Seoul  
Phone: (02) 749-3558

Gida Sushi is tucked into a small alley opposite Cheil World-wide in Itaewon. The restaurant is always packed, owing mainly to its affordability. The first impression is that it is a lively and chatty place.

After finding our seats we scanned the menu. I understood immediately why Gida Sushi is famous in this area. A 10-piece sushi lunch box — not as easy to find in Seoul as in days past — will run you just 9,000 won. And I heard it's pretty good, too.

We met for dinner, so ordered the Sushi Collection, which cost 18,000 won.

The atmosphere was alive and the food was cheap. I made a decision to return with some friends. It is very casual and affordable.

**Criticism:** All things considered, what do you expect for sushi under 1,000 won? We can't complain.

**Praise:** Atmosphere, price and service get high scores.

**Who:** If you're after a cheap night out with friends and want some booze to go with your sushi, then Gida Sushi won't disappoint.



# The best sushi in Seoul

## RESULTS

1

Kiyomizu  
4.2

2

Ogawa Sushi  
4.0

3

Kappa Sushi  
3.9

## PERSONAL CHOICES

**Naomi:** Kiyomizu (4.2/5), Kappa Sushi (4.1/5), Ogawa sushi (4.1/5)  
**Sun-young:** Kiyomizu (4.2/5), Ogawa Sushi (4.1/5), Kappa Sushi (3.8/5)  
**Weiwei:** Koyomizu (4.1/5), Ogawa Sushi (4.0/5), Mine Sushi (3.9/5)  
**Sun-ran:** Kiyomizu (4.1/5), Ogawa Sushi (3.8/5), Kappa Sushi (3.6/5)

## MEET THE JUDGES



### Naomi Sonobe

**Age:** 33  
**From:** Sapporo, Japan  
**In Seoul:** Works as a freelance translator  
**What else:** Sonobe came to Korea in January 2009 and is married to a Korean. She enjoys most Korean food, except beondegi (boiled silkworm larvae) and anything very spicy.



### Hong Weiwei

**Age:** 27  
**From:** Xiamen, China  
**In Seoul:** Chinese PR associate  
**What else:** Hong met her Korean husband at university in Beijing in 2007 and the two married in 2011. She is not fond of spicy and salty foods, so most Korean cuisine is out of the question.



### Yang Sun-young

**Age:** 25  
**From:** Seoul  
**In Seoul:** Jack of all trades – translating, writing, blogging  
**What else:** Yang was born in Seoul, but spent most of her youth overseas. She is a vegetarian but was excited when asked to participate in this project.



### Claire Jung

**Age:** 25  
**From:** Seoul  
**In Seoul:** Office worker at Groove Korea  
**What else:** Claire likes eating and enjoys the challenge of finding a good restaurant. She has worked at Groove since graduating university and completed a year of school in Shanghai.



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## Coffee confusion cleared up

Ever order a grande but left with a venti, or asked for “no cream” but got extra cream?

● The barista stared at me expectantly through his thick, black-rimmed glasses, waiting for my order. I felt the familiar flutter of butterflies in my stomach. My palms began to perspire. I gave a quick glance over my shoulder to make sure no one else was within earshot. Then in a meek voice, I told him my order, knowing full well that one mispronounced syllable would be the difference between a low-fat latte and something you might hear in a porno film.

There are plenty of aspects of the Korean language that leave the average expat scratching his or her head. Coffee, however, is fairly uncomplicated — if you’re willing to settle for the fixed options on the menu. But if you want your drink tailor-made, you might end up ordering more than you bargained for.

When I moved to Korea I left behind my usual order and settled for sub-par coffee out of fear of having to say anything other than “café latte” to the barista. This was fine for a while. I gritted my teeth, sucked down the coffee for the caffeine buzz, and patted myself on the back for my flexibility. Most of the time the coffee was fine, but sometimes it ranged from being syrupy sweet, not sweet enough, weak, or loaded with whipped cream.

Part of the problem, according to a Korean friend, is that most Koreans stick to the fixed menu in cafés. So while there may be more Starbucks in Korea than any other country in the world, obviously excluding the U.S. and Japan, it seems that Koreans have yet to perfect the art of personalized coffee orders.

I don’t see myself as a particularly fussy customer when it comes to coffee, but being surrounded by dozens of cafés on every block and not being able to order my java just how I wanted, became a constant source of frustration.

And then my resolve began to weaken. I didn’t want to be flexible. What I wanted was a little caramel syrup. I wanted a dash of cinnamon powder. But most of all, I wanted low-fat milk.

I took my coffee destiny into my own hands and looked up how to say “low-fat” in Korean. I was relieved to discover the word was fairly straightforward—“jeojibang.” I strolled confidently into the nearest café, so sure I was about to finally get what I wanted, or at least be understood this time. Instead, I received an awkward silence and a bewildered expression from the woman behind the counter. After some gesturing and writing “1%” on

By Jenna Davis / **Photos by** Creative Commons

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“Part of me was relieved to know it wasn’t my pronunciation that was the issue. The other part of me wanted to crawl into a hole and die because I had unintentionally talked dirty to several different baristas.”

a crumpled receipt to no avail, I left defeated and without low-fat milk in my latte.

Irritated by the difficulty of such a basic request, I marched up to my boss at the time and commanded, “Tell me what I’m saying,” and repeated my new Korean phrase. “Ahhhh,” she said in a knowing way. “You are saying you live alone.”

No, I was definitely not trying to confess I lived in a room by myself. I was trying to say “low-fat,” I told her, and then she correctly pronounced the word for me. To my untrained ear, the two phrases sound identical.

All I could do was laugh at the absurdity of the situation and accept the sad reality of never getting my usual coffee while in the ROK.

I tried to say the word a few more times to Korean friends. I blurted it out and asked them to tell me what I had just said. They burst out laughing and cried, “Why? Why are you saying that?”

“I’m trying to say low-fat, but it means I live alone, right?” I asked.

Wrong on both counts. According to my friends, “jeojibang” is just one long “a” sound away from a very crude word for the male genitalia. Open your mouth in a long oval, and you might have the word for low fat. But open your mouth in a slightly more circular manner, and you’ll be asking for something they don’t sell in a café.

Even after a short coaching session, I still couldn’t manage the correct pronunciation. A different Korean friend told me later, “Don’t worry. This is a very sensitive word and hard for foreigners to say.” Part of me wanted to crawl into a hole and die because I had unintentionally talked dirty to several different baristas.

At that point, the only thing left to do was give it one more shot for the sake of experiment, and this article.

So, I bravely approached the counter and ordered a jeojibang latte. I held my breath while I waited for a dumbfounded expression to appear on the barista’s face, but it never came. It seemed he had understood me perfectly, though a grin was now curling at the corner of his mouth and he had a slight twinkle in his eyes behind those black glasses.

Was this because of my exaggerated words I had taken great care to pronounce, or was it because I had just ordered a hot latte with penis milk? I guess I’ll never know.





This embarrassing incident gave me the idea to write a guide for expats with useful Korean phrases related to coffeehouses. So, while attempting to order your coffee just the way you like it, at least now you won't have to humiliate yourself during the process. Because let's face it, not being able to order your coffee perfectly, is a first world problem if there ever was one.

## The Skinny

Milk: Uyu (우유)

Soy milk: Duyu (두유)

Low-fat: Jeojibang (저지방)

Non-fat: Mujibang (무지방)

Iced: Eol-eum (얼음)

Brewed coffee: Haendeu-deulib (핸드드립, 주세요)

It's no surprise there are a fair number of English words used in café menus considering Starbucks is recognized for igniting the coffee craze in South Korea after opening its very first store in Seoul in 1999. The trick to being understood is to pronounce the English words with a Korean accent. Few understand me when I ask for cinnamon in my latte, but if I ask for "shin-a-mon," there is little confusion.

When ordering a specific number of coffee drinks, always list the noun first, then number. For example, "One café latte, please." would translate to "Café latte hana juseyo."

If you want to add something to your coffee, use the word "neoh-eo" (넣어). For example, if you'd like to add vanilla syrup, say, "Vanilla syrup neoh-eo juseyo."

If you would like to hold something in your coffee order, use the word "ppae" (빼). "Hold the milk." would be "Uyu ppae juseyo."

Perhaps the most important tip of all, if you want to play it safe with low-fat milk, it's best to opt for non-fat milk, or "mujibang," which I'm told does not share a likeness to any X-rated vocabulary.

## Phrases

I want low-fat milk, please: Jeojibang uyu juseyo. (저지방 우유 주세요.)

I want non-fat milk, please: Mujibang uyu juseyo. (무지방 우유 주세요.)

Do you have soy milk: Duyu iss-eoyo? (두유 있어요?)

No milk, please: Uyu ppae juseyo. (우유 빼 주세요.)

I want an extra shot of espresso, please: Shot chugayo. (샷 추가요.)

I want plain, brewed coffee (hand drip), please: Haendeu-deulib juseyo. (핸드드립 주세요.)

I want a pump of caramel syrup, please: Kalamel sileob neoh-eojuseyo. (카라멜 시럽 넣어주세요.)

I want my drink iced, please: Eol-eumneoh-eojuseyo. (얼음넣어주세요.)

Some baristas also recognize "iced" in place of "eol-eum"

I want my drink hot, please: Tteugeoun geollo juseyo.

(뜨거운 걸로 주세요.)

I want my drink extra hot, please: Deo tteugeobge hae juseyo.

(더 뜨겁게 해 주세요.)

I want a small size, please: Seumol sajeu juseyo. (스몰 사이즈 주세요.)

I want a medium size, please: Midieom sajeu juseyo.

(미디엄 사이즈 주세요.)

I want a large size, please: Laji sajeu juseyo. (라지 사이즈 주세요.)

Don't make my drink too sweet, please: Neomu dalge haji maseyo.

(너무 달게 하지 마세요.)

Can you add a little cinnamon powder, please: Sinamon paudeo neoh-eo juseyo. (시나몬 파우더 넣어 주세요.)

I'd like to have decaf please: Dikapein eulo juseyo. (디카페인 으로 주세요.)

This isn't what I ordered: Jega sikin ge anieyo. (제가 시킨 게 아니에요.)







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# HU'S TABLE

## ANGUK'S HIDDEN GEM

OFF THE  
RADAR

Story by Mishka Grobler / Photos by Ciaran Noonan

Most of the items on the menu are either organic or homemade. The ham is from the United States, the mozzarella fresh, the pesto homemade and the range of fruit juices freshly squeezed and made from scratch in the shop.

● People rarely venture further than Anguk Station's exit 6 or exit 1. One curves in towards the shops and galleries of Insa-dong and the other towards the hanok-lined streets of Samcheon-dong. So, walking out of Anguk Station, exit 2, en route to the elusive Vietnamese Embassy, I suddenly found myself in an unexplored pocket of the city. Enter the little hole-in-the-wall called Hu's Table.

Started four years ago, Hu's Table tapped into the exhausted market niche of Italian cafés. The original restaurant is hidden up Anguk's side-alleys – a dark, cluttered hovel with a farmhouse feel to it. Walking through to the end, you can climb up a crooked set of stairs to an elevated area hidden in the back, the floor strewn haphazardly with bicycles and blankets.

While the original café is older, bigger and offers pizza, there's a smaller location that has the character. This one, going by the same name and just a stone's throw away from its older sister restaurant, is but a year old. While it offers a range of pasta dishes, the café specializes in panini, which are available in full or half portions. The most popular are the grilled chicken and the ham, basil pesto and fresh mozzarella, both of which are accompanied by a salad of greens, pickled onions, olives, and a healthy dose of balsamic vinegar.

Most of the items on the menu are either organic or homemade. The ham is from the United States, the mozzarella fresh, the pesto homemade and the range of fruit juices freshly squeezed and made from scratch in the shop. If the tasty ginger and lemon teas don't tickle your fancy, you can indulge in a variety of wines or sangria.

Perhaps the most important feature of Hu's Table is stacked against a wall in the corner. A bookshelf stocked with color pencils and paper provides patrons with a chance to leave a personal message on the already-adorned walls. Hu, the owner, wanted customers to have a platform to tell their stories. It's a library of beautiful post-its; some scary, some childish, some declaring wedding dates, and some simply appreciative of the good food. Whatever your taste, or message, spending a few quiet hours at Hu's Table allows you to revisit your childhood and leave a mark, however small, somewhere in Korea. 🇰🇷

### + DIRECTIONS:

Small café: From Anguk Station, exit 2, follow the road for about 10 minutes (it curves to the right). Hu's Table is across the road to your left, opposite a CU Mart. (02) 766-5061.

Restaurant: From Anguk Station, exit 2, walk straight. Turn right at the first intersection. Take the second left. Hu's Table is on an incline to your right. (02) 742-5061.



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## Making the most of Seoul's winter produce

### Kohlrabi and Persimmon Winter Salad

● Trudging through the snow on your way home from work, it might be easy to pass up the street vendors huddled next to their fruit and produce. It would be unwise though, because underneath all the Jeju mandarins and winter radishes lie hidden treasures ready to be peeled, chopped, braised and boiled. If you are interested in culinary adventure, look no further than the humble persimmon and kohlrabi.

You are probably used to seeing persimmons on every street corner and fruit stall in Seoul. What you might not know is that they are selling several kinds. Daebong and dangam are the two common types you will see. Daebong persimmons are left to ripen until very soft and consumed when the flesh is a pudding-like consistency.

The daebong, or hachiya as it is known in English, is best known in the United States for its starring role in persimmon pudding. They are also the variety used for dried persimmons in Korea. The dangam is much firmer and often resembles an unripe tomato. This variety can be eaten while it is still firm and thus lends itself to several different preparations. The dangam type is the focus of the recipe and my preferred persimmon. They are found both fully ripe or unripened. If you need to, let your persimmons sit for a day or two; they will ripen just fine at home.

Kohlrabi is from the cabbage family, but it looks more like a turnip or large radish. Although it doesn't make it into many Korean national dishes, I have started to see it pop up in the fall and winter here in Seoul. The exterior ranges from pale green to deep purple, which gives way to a pale white flesh. It is crisp, with a texture similar to pear or apple. There is a bit of sweetness in the vegetable that gives way to a mild bite, almost like a weak radish. It is a refreshing flavor that is perfect in a salad, but the texture holds up to cooking as well. Kohlrabi can have a tough skin, but if it is young you won't have to peel it. The kohlrabi found in Korea has a deep purple skin trimmed of its leafy stalks.

The recipe is for a winter salad, tossing the two ingredients in a simple dressing. You don't have to add much to the salad; let the flavor of the persimmon and kohlrabi come through. Parmigiano-Reggiano is difficult to come by and expensive in Korea, so I listed it as an optional garnish. If you can get your hands on it, it adds a nice nuttiness and richness (but you won't miss it with the olive oil and walnuts). You can easily alter the recipe to taste, with fresh herbs or a different dressing. Just stick to quality ingredients. Look for a firm, vibrant purple kohlrabi. And make sure you get dangam persimmons. If you mistakenly end up with a plastic bag full of mushy daebongs, have fun drying them all winter. 🍷





## Ingredients & Instructions

- ½ a large kolhrabi, peeled, and sliced into thin half moons
- ½ of a firm dangam persimmon, pits removed and sliced thinly
- 1/3 cup of toasted walnuts, roughly chopped
- Shaved Parmigiano-Reggiano (optional)
- 2 Tbsp apple vinegar
- 2 Tbsp fruity olive oil
- ½ tsp Dijon mustard

In a wide mixing bowl, combine the vinegar and mustard. Add the olive oil in a slow stream. Mix in everything except the cheese, and toss to combine. Season with salt and pepper to taste. Serve on a large platter with the Parmigiano-Reggiano scattered on top.

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You are probably used to seeing persimmons on every street corner and fruit stall in Seoul. What you might not know is that they are selling several kinds. Daebong and dangam are the two common types you will see. Daebong persimmons are left to ripen until very soft and consumed when the flesh is a pudding-like consistency.

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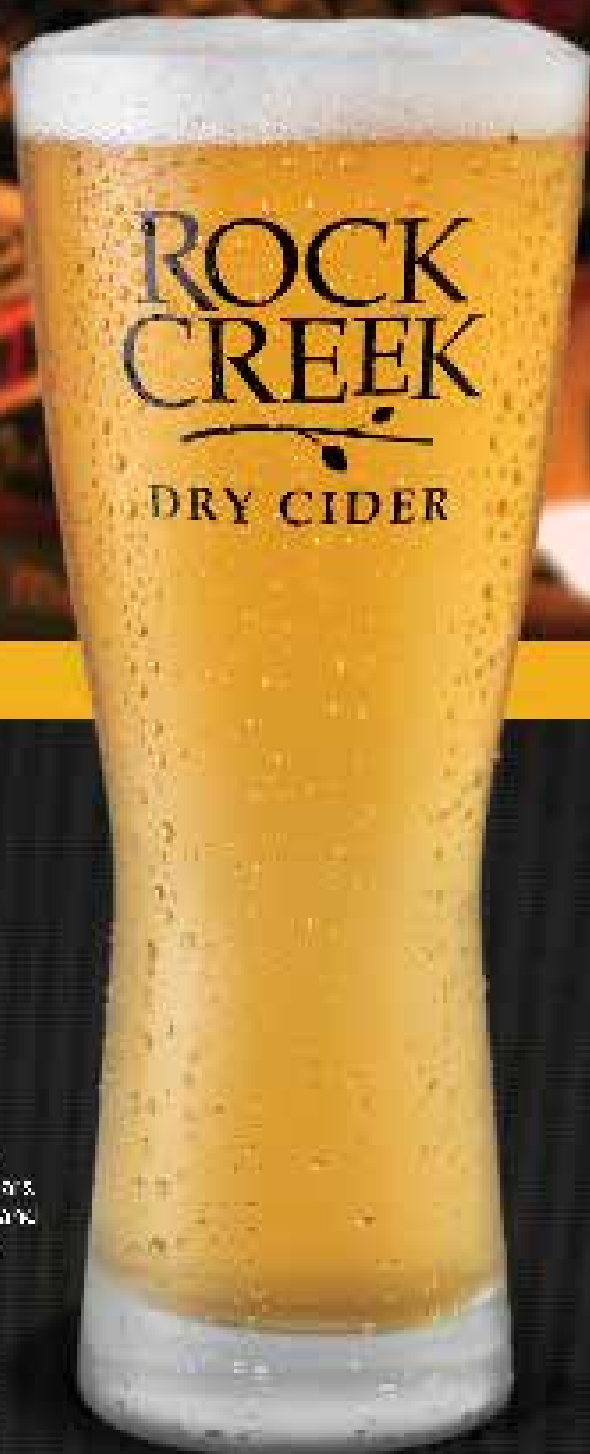
### ABOUT THE AUTHOR:



Read Urban, a Virginia native, spent years cooking in the United States before coming to Korea. He enjoys experimenting with Korean ingredients, eating at innovative restaurants in Seoul and creating favorites from home.

# DRINK THE GOOD STUFF

Dry Cider



## OUR RECOMMENDED BEER

### Rock Creek

Style: Dry Cider

Colour: Light yellow-green to light

Key Ingredients: Okanagan apples, pears

Character: Apple with notes of vanilla and

citrus, light, refreshing and dry.



**big Rock**  
BEER



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# OUR BEER

Connects us with our friends, family and craft – perfect for just about every occasion, they beg to be shared and celebrated.



**STYLE:** Wheat ale.

**COLOUR:** Golden yellow.

**KEY INGREDIENTS:** Three types of pale and wheat malts.

**CHARACTER:** Light on the palate, yet packed with flavour and European hop aroma, with fruity or citrusy notes.



**STYLE:** Brown ale.

**COLOUR:** Deep copper with garnet flashes.

**KEY INGREDIENTS:** Three varieties of hops, and a blend of caramel, pale and black malts.

**CHARACTER:** Fills your mouth with a fusion of toast malt and sweet caramel up front finishing with a nutty flavour, medium creamy carbonation.



**STYLE:** Stout.

**COLOUR:** Black with deep amber hue.

**KEY INGREDIENTS:** Pale malt with healthy doses of caramel and black malts along with two hops.

**CHARACTER:** Black malt aroma and flavour with notes of coffee and chocolate and ample hop.



**STYLE:** Light lime lager.

**COLOUR:** Soft gold.

**KEY INGREDIENTS:** Pure malted barley, hops, water and lime.

**CHARACTER:** Light body with slight lime aroma and flavour.



**STYLE:** Brown ale.

**COLOUR:** Warm reddish light brown.

**KEY INGREDIENTS:** Blend of pale, caramel and black malts and a blend of three hop varieties.

**CHARACTER:** Malty with a hint of toffee balanced with very evident hop and followed by a clean finish.



**STYLE:** Dark Lager.

**COLOUR:** Amber with white, billowy head.

**KEY INGREDIENTS:** Blend of pale and caramel malts, as well as honey from Three Hills, and two varieties of hops.

**CHARACTER:** Sweet and honey/molasses flavour, slightly hopped with fuller mouth feel.



**STYLE:** India Pale Ale.

**COLOUR:** Golden amber.

**KEY INGREDIENTS:** British-style hops known as Fuggles. Seriously.

**CHARACTER:** A classic ale dry hopped to lend a distinctive character. Spicy, warm, earthy.



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### INCHEON

O'Malley's

### BUSAN

The Wolfhound • Basement • 88 in Miami  
Sharky's • Thirsty Moose

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# A YEAR OF EPIC PARTIES

Social Underground pulls out all the stops for its anniversary celebration

**Interview by** Ara Cho

**Photos by** Emily Ann Hodges and Zack Cluely

**“SOCIAL UNDERGROUND IS A PARTY DESIGNED TO TAKE CLUBBING BACK TO ITS ROOTS, WHICH BASICALLY MEANS IT’S ALL ABOUT THE MUSIC, NOT BOTTLE SERVICE OR VIP’S.”**

— Joey Raicovich,  
SU organizer







## EVENTS

## SOCIAL UNDERGROUND



**“(SU ORGANIZER LEWIS THOMAS) BRINGS DJ’S WITH CONTRASTING STYLES THAT HE BELIEVES FIT THE BILL IN THE SOUND AND VIBE HE IS LOOKING FOR. FROM WHAT I’VE EXPERIENCED, HE HASN’T MISSED THE MARK YET.”**

— Sam Gates  
of Strut

● A good party requires a trifecta of danceable music, an interesting crowd and a welcoming vibe. Nailing down all three can be a tricky ordeal. But thanks to Social Underground, you can be sure all those elements will align on the first Saturday of each month at Bar Exit, the event’s home base.

With good music, cheap booze and no cover, Exit is an irresistibly dingy venue; perfect for a good night out. Located in a discreet alley near the Hongdae playground, Exit has long provided its cozy, garage-like space to expats and locals alike who yearn for good dance music, the likes of which does not include “Gangnam Style.”

On Feb. 2, Social Underground is celebrating its first birthday, and if history is any indication, it is going to be an epic party.

“We’re gonna rock out as hard as we can,” said Joey Raicovich (Raico), who, along with Lewis Thompson (whose DJ name is Lewis Anthony), is the brains behind the operation.

Their mission is to bring solid underground electronic music to Hongdae for a night Raicovich characterized as one in which “the music makes up the entire package.”

“Social Underground is a party designed to take clubbing back to its roots,” he said, “which basically means it’s all about the music, not bottle service or VIPs.”

True to that mission, the event boasts a powerful lineup of DJs from around the country.

At the January installment alone, the hosts kept the energy flowing around the dance floor. Also at the DJ command the same evening were Sam

Gates of Strut, Ian Lilburn and Raico and Lewis Anthony, and they all kept the punters moving with dance-friendly, yet edgy, tracks.

The artists that played over the year that were missed in January include Aaron Cho, Zach H and Rob McCall of Silk/Juice, Paffers (Oli Stuart), Dan Luba, Jim Wooham and Dambi Kim. But they’ll be back.

Kim is one of the rare local female DJs and she’s an act to watch. Her sets seamlessly interweave hi-hat cymbals and vocal samplings that echo like a voice in your head and keep you moving hypnotically until dawn.

“Her track selections are insane. I really think if she keeps it up and keeps on playing out she’s going to be right up there,” said Sam Gates of Strut, whose own tracks, featuring spiky, percussive bridges and streams of swaggering pop bounce, injected a seemingly endless stream of energy onto the disco ball-shot floors that night.

“The lineup at Social Underground each month is pretty varied,” Gates said. “Lewis brings DJs with contrasting styles that he believes fit the bill in the sound and vibe he is looking for. From what I’ve experienced, he hasn’t missed the mark yet.”

A few years back when Thompson and Raicovich started playing at a few of city’s biggest venues, including Via, Mansion, Octagon, Eve and Genie, they couldn’t help but notice a house music scene that is “largely focused on the same sort of sound everywhere you go,” Thompson said, adding that “the venues felt too luxurious and pretentious, and the whole underground aspect was thrown out the

window.” That was when they found Exit.

“It was the perfect venue: dark, dirty and loud,” the Briton said. “It felt even more appropriate to start a party in Hongdae, where it all began.”

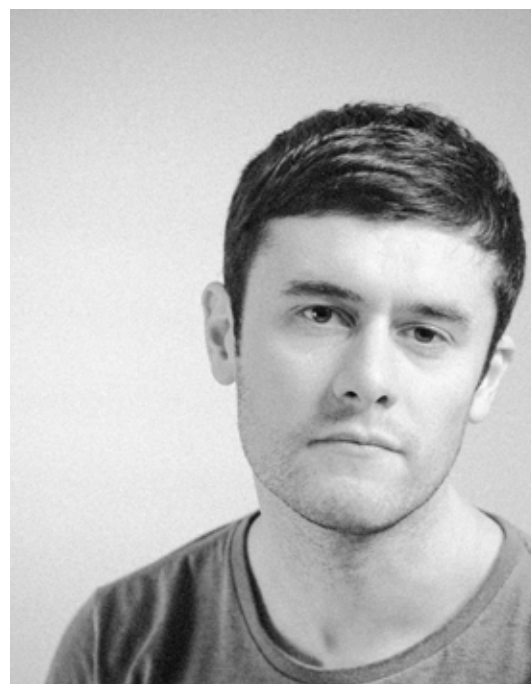
Other venues the duo frequent are the neighboring Myoung Wol Gwan and Quadro as well as Cakeshop in Itaewon, a self-owned basement club that often features DJs from abroad.

Thompson said that what makes Social Underground special is that they’re keeping it local, with ethnic Koreans or expats living in Korea.

“There are so many great DJs already in this country that don’t get given the credit they deserve,” he said. “They can’t get gigs because the music they play doesn’t fall into the popular dance music category adopted by almost all promoters and club owners in Korea. We want to give them the chance to showcase what they are capable of. And when they have played, they have gone down a storm.”

As varied as the lineup at the most recent event in January, was the eclectic mix of party people in attendance. They ranged from professors to English teachers to students and from Koreans to Europeans to folks from the Americas, with the only common denominator being their love of dancing to good electronic music. It’s that very yearning for something different that’s attracted the attention of many SU fans.

Brett Graham said he found out about SU through Resident Advisor, a popular electronic music magazine. “One thing I love about the party scene in Korea is how unpretentious it is,” he said.



**MORE INFO:** The next Social Underground event is on Feb. 2 from 11 p.m. to 6 a.m. Admission is free.  
[www.facebook.com/socialundergroundseoul](http://www.facebook.com/socialundergroundseoul)

**GETTING THERE:** Take the subway to Sangsu Station, line 6, exit 2. Walk up Wausan-ro toward Hongik University for 10 minutes. Go up the road to the left of the Hongdae playground and take the first left. Exit is on your right.

"With that said, however, in regards to underground house and techno, I feel that Seoul doesn't have that much going on considering how big of a city it is. The parties at SU are always amazing though."

Laura Tully, a fellow partygoer that night, said she also found that the music played at a lot of bars was limited to "some older Western chart music and K-pop."

"Places like FF, Vinyl and Suzy Q's differ slightly, although commercial music is generally the norm," she said.

Thompson said that a lot of the nights are focused on deep house, which goes down well at Exit because it's so intimate.

"There aren't any huge, euphoric tracks because it wouldn't suit the surroundings," he said.

Asked about SU's relationship with the venue, Thompson didn't hesitate to say that the event will never move from Exit.

"It will be home to the party until the inevitable happens," he said. "We want people to always associate the night with that venue. We have the perfect relationship going on with everyone involved. It would be a shame to give all of that up."

SU's loyalty toward Exit is by no means one-sided. Exit's owner Jung Woo-jin considers SU parties "the best serial parties in Exit history, no question." He added, "Lewis is the most honest and passionate DJ-promoter I've ever met. It's been almost a year now and SU is always well prepared, promoted and played."

Jung discovered the vacated lot that now houses Exit and transformed it into its current glory by

drawing on his memories of hanging out at pubs in London and Berlin. When learning about SU's regard for Exit as its home, Jung said that it's probably because "you can do whatever you want, play whatever you want, while many other clubs wouldn't allow that." He said that as a musician himself, he understands that when the DJ plays, "it's his time, his gig, and nobody can touch that."

And Bar Exit is more than just a venue for SU. Participants said they come for the music, but the venue is a big part of what keeps them coming back.

"I absolutely love Exit," Tully said. "While it's not everyone's cup of tea, I love the laidback basement feel of it. The staff are lovely and the drink prices are not to be sniffed at."

Graham, who also said he likes how friendly everyone at the party is, chimed in with, "Yeah, I love how grimy and raw Exit is. It's always a pleasure to attend SU. I always leave with new friends!"

And as Tully concluded, "The atmosphere of SU is what makes it. People let loose and party how they want to – not how they're taught to."

Thompson agrees. "What makes SU is the crowd," he said. "When you see everyone actually dancing instead of just standing around like a lot of venues, it makes all the hard work we put into running the night worth it. Without the following we have built up, it would be nothing."

More and more punters now flock to the monthly parties, having heard about SU through local media and word of mouth. The community it has built on a foundation of mutual respect with other party

organizers, blogs and websites has only added to the steadily growing turnout. Online outlets such as Aweh.tv and Chinch magazine have tracked SU's growth with monthly features and podcasts, as well as well-documented event reviews.

"Eventually we want (people) to think, 'Well it's the first Saturday of the month. That means we are going to SU,'" Thompson said.

He said that for the upcoming birthday event, they are bringing back some of the DJs "that made 2012 such an incredible year" for them. Aaron Cho, who recently took a break to finish up his doctorate, will start off the night, followed by Dan Luba, Sam Gates and Lewis Anthony.

"We have some great treats lined up for everyone attending," Thompson said. "First birthday parties are quite a big deal in Korea, so we intend to make a bit of a fuss ourselves."

When asked for his take on what lies ahead for house music in Korea, Thompson said that electronic music is trending at the moment, but that it has recently gone in two directions.

"One direction is popular and commercial, the kind of tracks that you hear being pumped out of every bar that all sound the same. The other direction is underground," he said. "Korea is a trend-driven country, so people want to go to the biggest clubs and dance to the same tracks every week. There are (also) a few individuals that are trying to provide some variety. It won't change overnight. But we are starting to see the beginning of something. The more variety that is on offer, the more people's attitudes will change." 🇰🇷





**STARS PLAY IN SEOUL FEB. 22**

Interview by Ben Landau / Photos courtesy Norman Wong

● Since the turn of the century, few bands have been as reliably charming as Stars. With their thematic fixation on mortality, sex and love, and a musical penchant for sweeping, emotional pop, their music has come to constitute a category entirely of its own — a strain of emotional sto-

rytelling sui generis. After a busy couple of years, which saw multiple members having children and pursuing other music projects, 2012's "The North" finds the Montreal-based sextet returning to the career highs of their breakthrough album "Set Yourself on Fire" (2003).

Ahead of their February debut in Seoul, we caught up with guitarist/singer Amy Milan (who shares frontperson duties with Torquil Campbell) to talk about recording in Narnia, all-time favorite lyrics, and the mysterious beauty of Canada's north.

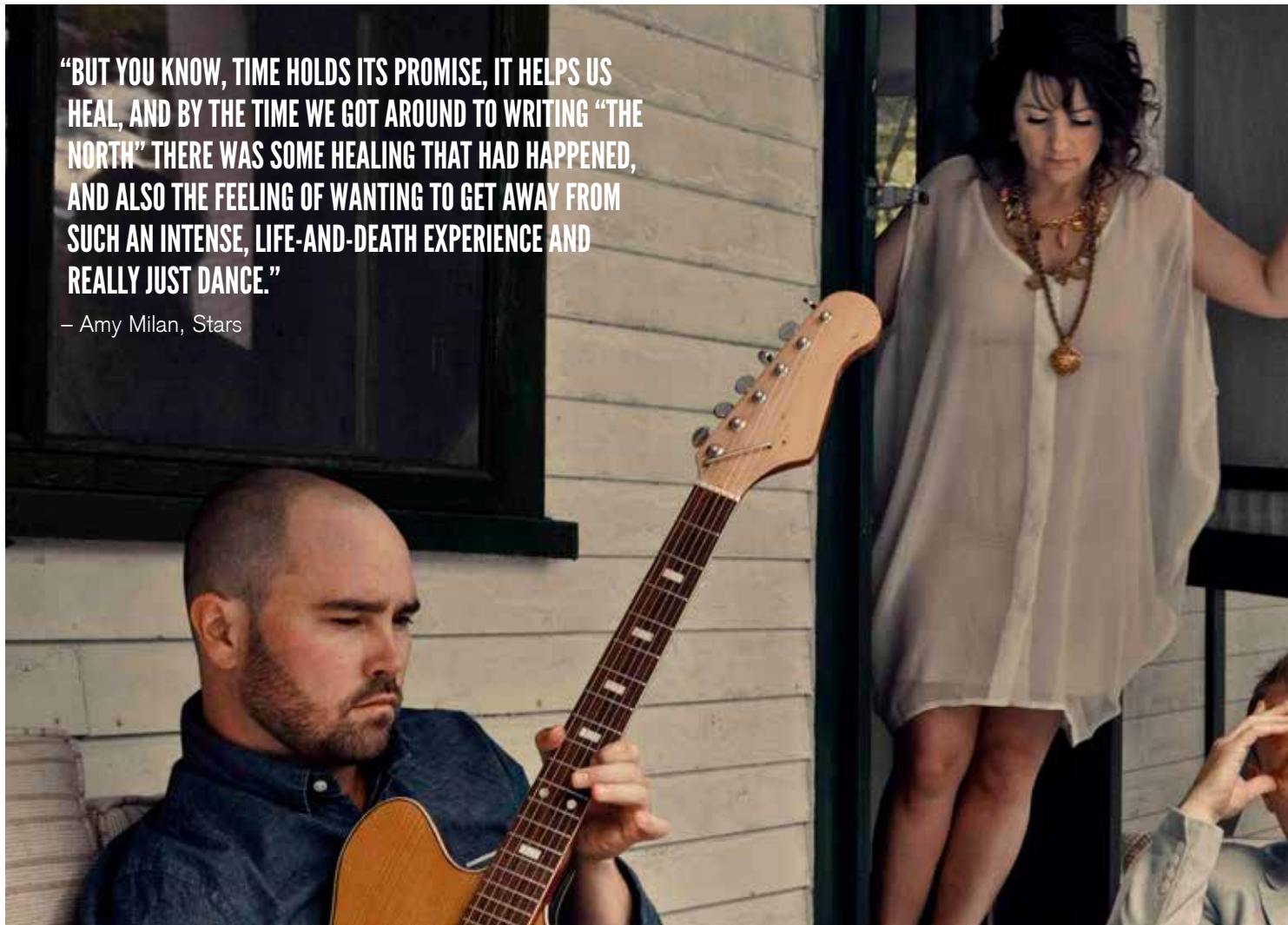


## INTERVIEW

STARS

**"BUT YOU KNOW, TIME HOLDS ITS PROMISE, IT HELPS US HEAL, AND BY THE TIME WE GOT AROUND TO WRITING 'THE NORTH' THERE WAS SOME HEALING THAT HAD HAPPENED, AND ALSO THE FEELING OF WANTING TO GET AWAY FROM SUCH AN INTENSE, LIFE-AND-DEATH EXPERIENCE AND REALLY JUST DANCE."**

— Amy Milan, Stars



**Groove Korea:** Can you talk about what the Canadian North as a physical place or as an ideal means to you?

**Amy Milan:** To me the Canadian North is a bit of a secret and there's always something magical about a secret. You know when you're a kid and you share something with your best friend that is private and secret but huge and massive and fills your dreams? That's kind of what the north is to me.

**Describe the creative process for your latest album. You recorded in a cabin outside of Montreal?**

Like every album we've ever made, it was completely collaborative. The five of us get into a room together, try to leave all our fears and trepidations and egos at the door and then we write for each other, with each other.

We always record in a cabin. We have to leave

the city. It's like this secret Narnia with a big fireplace where we're all able to get down to business. But then (for the last album) we had to leave there and continue the process. We did some of the album in our studio in Montreal and some of it in a beautiful studio called Victor in Montreal, but it was all done in "the north."

**Tonally, the new album feels confident, optimistic, almost, I could say, breezy at some points. Talk a bit about the feel of the album. Where does it come from?**

Your work is always a reflection of where you are in life, and there was something about our surroundings during this record, as opposed to the last record "The Five Ghosts" we recorded when we were dealing with the death of Torquil's father, which was really intense for all of us. We're a family, all five of us, and to lose him in the middle of making that album affected every-

thing — the music and the lyrics and the entire feeling of the album. But you know, time holds its promise, it helps us heal, and by the time we got around to writing "The North" there was some healing that had happened, and also the feeling of wanting to get away from such an intense, life-and-death experience and really just dance.

**Being that the new record comes from such a place of love and optimism, is it more fun to play live than "The Five Ghosts"?**

Absolutely. It's a lot more fun to play, but not more important. Interjecting songs from "The Five Ghosts" is an amazing juxtaposition and such an important part of life that it's amazing. When you're faced with death it can be so humorous and beautiful and you can laugh so much through the tears, so even though the times were intense, it's a record that will be important to me forever and I find it's still important within the





**MORE INFO:** Stars / Friday, Feb. 22, 7 p.m. / V-Hall in Seoul / 48,000 won advance / 54,000 won door / [supercolorsuper.com](http://supercolorsuper.com)

scope of us playing live. That being said, it is nice to fall back on a lot of the songs from "The North" because then you can just shake your head and not worry too much.

**For me, Stars has always been a band that has existed in its own space and time. While much of the music is political, and so at some level concerned with contemporary surroundings, melodically, you seem to be totally uninfluenced by various movements of the time. Can you speak to this musical hermeticism? And do you ever take inspiration from your surrounding musical landscape?**

I think that at the end of the day, the biggest inspiration to all of us is each other. We're our biggest critics and our largest champions. We believe in each other and we doubt each other more than anyone from the outside world. We rely on each other in that way, and we trust each other

to know when we're taking the easy way out or if we're doing something we've done before. We have a lot of big fights, there's a lot of yelling, but it's from a place of trust. And the arguments come from a place that's important, so I think that ultimately, we don't care what's going on in the outside world. And, as much as things change — and they will always change — one thing that won't change is the chemistry of Stars. Nobody has ever left this band. We've been the same five people for 12 years and if that ever changes, everything changes. But so far, what's important is the universe of Stars.

**You and Torquil have taken on a variety of characters in your music. Talk about the song-writing process. Is it something similar to being a method actor? Or are you able to simply turn it on and off when you write?**

Torquil and I both love drama. We both are chil-

dren of the theater, and we grew up with the idea that story is central to expressing emotion. I think the thing that is so beautiful about us finding one another is that we are able to use each other to create these characters that can speak to one another and tell both sides of the story. I'm just going to call it pure luck.

**What do you look forward to doing/seeing in Korea?**

Usually my favorite part about traveling is trying out food, so I'm really looking forward to trying out different cultural dishes, and just hearing the sounds of the streets. It's always an incredible thing, after being a band for so long and touring so many different places in the world, when you get to go somewhere new. I feel unbelievably blessed that I could go to Korea and people would show up. I still am shocked that would happen. 🇰🇷

INTERVIEW

JAPANDROIDS

# CELEBRATING A SECOND WAVE

Japandroids tour Korea Feb. 13-14

Interview by Ben Landau / Photos courtesy Japandroids

## KOREA BOUND

Japandroids will be bringing their wide-eyed, cathartic brand of Springsteen-meets-The Replacements rock 'n' roll to Korea.





● What a difference a few years can make.

Back in 2008, Japandroids were preparing to call it quits. Band funds were low, DIY promotion had become a slog, and “conventional adult life” seemed to be beckoning for the Vancouver-based, noise-punk duo.

After recording and self-releasing their debut LP “Post-Nothing” members Brian King (guitar, vocals) and David Prowse (drums, vocals) agreed on an exit strategy: They’d do a few more big shows then gracefully bow out of the race, friendship and sanity intact. They would not promote the album.

Of course, these things don’t always go to plan. In early 2009, indie tastemaker Pitchfork featured their song “Young Hearts Spark Fire” on

their website as a “best new track,” setting in motion a hailstorm of accolades that sent all prior arrangements out the window.

Fast-forward to three years later and Japandroids were headlining tours across Europe and Asia. Their second album, “Celebration Rock,” was a fixture on year-end “best-of lists” — awarded album of the year by Spin Magazine and best rock release by Buzzfeed — with the single “Heavenward Grand Prix” widely recognized as one of the top tracks of the year.

Part of the record’s success is surely due to auspicious timing. While 2012 may well be remembered as the year when hip-hop entered its second golden age and Indie with a capital “I” began to stall out creatively, Japandroids represent

one of the few exceptions to the rule.

“Celebration Rock” is a furiously energetic, near-masterpiece of beer-sodden, carpe diem punk rock. Full of big, bombastic anthems about open highways and drunken nights, the album captured something we never knew was missing in contemporary alt rock — an earnestness and emotional immediacy that made it one of 2012’s biggest surprises.

In February 2013, Japandroids will be bringing their wide-eyed, cathartic brand of Springsteen-meets-The Replacements rock ‘n’ roll to Korea. Groove Korea caught up with David Prowse to talk about the future and past of Vancouver’s favorite underdog two-piece.



**Groove Korea:** Let’s talk about writing the new album. Both musically and lyrically, there’s an urgency and immediacy to “Celebration Rock” that is perhaps more pronounced than in “Post-Nothing.” Do you agree with this assessment?

**David Prowse:** If you listen to our discography in order, I think there’s a pretty clear progression. We’re improving as musicians and as songwriters as we go along, which I think happens naturally as you keep playing. More importantly, we’re getting a clearer idea of the type of music we want to write, as well as the type of music we’re good at making. There’s always been a sense of urgency in our music — we like to play loud and fast, and we shout a lot more than we sing. I think it seems more pronounced because we’re just getting better

at making that type of music, rather than any kind of change in direction.

**What feeling do you think fans get when they play your records? What kind of emotion or reaction does it tend to spark in them?**

I think people listen to our music, whether it’s at our shows or at home on their stereo, when they want to let loose and have a good time. We did call the album “Celebration Rock,” after all.

**The “semi-factual, promotional biography” on your website is nothing short of amazing. Not only is your story a particularly interesting one (more on that later), but the self-deprecating humor is really charming. Why did you decide to write it yourself, and do you think it’s possible to be self-deprecating to a detriment?**

Our band existed for years without help from record labels, booking agents and all that other stuff, and I think we got used to operating that way. We still are very involved in the day-to-day aspects of the band, and to be honest we just don’t feel very comfortable letting other people make decisions for us or speak on our behalf. After writing our own bios for so long, it would be very strange to have someone else write about our band on our behalf, you know?

As far as being self-deprecating goes, I think we just try to keep honest about our abilities and limitations. People know we’re not the most talented musicians in the world, so why would we pretend we are? I think people respect that honesty. Or at least I hope they do...



## INTERVIEW

## JAPANDROIDS

## BOWING OUT EARLY?

After recording and self-releasing their debut LP, Brian King (guitar, vocals) and David Prowse (drums, vocals) agreed on an exit strategy: they'd do a few more big shows then gracefully bow out of the race.

**Tell us about the challenges and benefits of playing in a two-piece.**


Well, it's a lot easier to find one person who gets what you're trying to do, rather than trying to get four or five people who are all on the same page in terms of what type of band they want to be in — what type of music you want to play, what you are and are not willing to do, how much touring you want to do, etc. Playing in a two-piece also gives you a lot more freedom to make as much noise as you want. There's no need for any restraint when there's only two of you. It's nice to have that freedom.

As far as negative aspects go, I think it can be more difficult to write songs when there are only two instruments to work with. Those limitations exist onstage as well. There's less for the audience to watch, so the two of you need to give people as good a show as a five- or six-person band. That can be challenging sometimes, especially when you play on larger stages farther away from the crowd.

**Let's talk about the decision you almost made in 2008 to end the band. Did a web review save Japandroids (by raving about the track "Young Hearts Spark Fire" on the best new music section of their website) as you were having serious doubts about the future of the band?**

Well, we were a band for a few years before things took off for us in 2009. We had played a lot of shows in Vancouver, done a little bit of touring, and had recorded and released two EPs on our own, but it didn't really seem like very much had really changed. We were going to self-release "Post-Nothing" and we were still pretty much in the same spot as when we started the band. So 2008 seemed like a good time to move on, go our separate ways and try something new. We were proud of everything we'd done, and we were very proud of the songs we'd written, but it seemed like things were stalling. Then along came Pitchfork, which really helped get things going for us. When they wrote to us and told us they were going to post our song "Young Hearts Spark Fire" on their website, we decided we should keep going and see what happened. Four years later, here we are — still curious to see what will happen next.

**Does the specter of this "almost decision" still linger? In other words, is it still in the back of your minds whenever you think about the next tour, next album, etc?**

We don't think very far into the future when it comes to this band, and I think that's a good thing. Every band is on the verge of breaking up at any moment. Some bands are just more honest about it than others. We're both completely committed to this band, but at the same time we're both very honest that the moment our hearts aren't in it is the moment to stop. I think there's a purity to having that kind of philosophy. So we take it one step at a time, and try not to get too far ahead of ourselves. 



## CELEBRATION ROCK

Their second album, "Celebration Rock," was awarded album of the year by Spin Magazine.

**"WE'RE BOTH COMPLETELY COMMITTED TO THIS BAND, BUT AT THE SAME TIME WE'RE BOTH VERY HONEST THAT THE MOMENT OUR HEARTS AREN'T IN IT IS THE MOMENT TO STOP. I THINK THERE'S A PURITY TO HAVING THAT KIND OF PHILOSOPHY. SO WE TAKE IT ONE STEP AT A TIME, AND TRY NOT TO GET TOO FAR AHEAD OF OURSELVES."**

— David Prowse

**MORE INFO:** Japandroids Tour / Feb. 13 at Vinyl Underground in Busan, Feb. 14 at V Hall in Seoul / 20,000 won advance / 25,000 won door in Busan, 35,000 won advance / 40,000 won door in Seoul / [supercolorsuper.com](http://supercolorsuper.com)

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**ABOUT THIS COLUMN:**

Artist's Journey's Wilfred Lee and Alison Hjelseth bring you daily doses of inspiration, including weekly podcasts featuring artists from around the globe. Learn more at [facebook.com/myartistsjourney](https://facebook.com/myartistsjourney) or [www.artistsjourney.org](http://www.artistsjourney.org).

# AN ARTIST'S JOURNEY

Interview with Edward Burgos and Paul Stafford,  
directors of 'A Cold Soul'

Story by Wilfred Lee / Stills from 'A Cold Soul'

● The expat film community in Seoul has seen an explosion of creativity and productivity in the past year. Artist's Journey's Wilfred Lee sat down recently with two veterans on the scene, director Edward Burgos and director/actor Paul Stafford, to discuss their most recent film, "A Cold Soul," and the future of expat filmmaking.

**PAUL STAFFORD**

Plays the main character in "A Cold Soul" by Edward Burgos.

**"IT WAS ONE OF THE GREATEST NIGHTS IN MY LIFE. IT WAS THE LITTLE THINGS, LIKE SITTING IN THE MOVIE THEATER WITH MY GIRLFRIEND, LIKE I HAVE COUNTLESS TIMES, HOLDING HER HAND, BUT WATCHING MY FILM UP THERE. HEARING A FRIEND OF MINE REACT TO A REVEAL, PEOPLE LAUGHING AT THE JOKES THAT I WROTE. THERE WAS ALSO SOMEONE WHOM I DIDN'T KNOW WHO LATER SAID TO ME, 'YOU KNOW, I FEEL VERY PRIVILEGED TO BE THERE SHARING THAT MOMENT WITH YOU.' IT WAS EVERYTHING."**

— Edward Burgos



#### TRAILER

View the trailer for "A Cold Soul" at [tinyurl.com/bvoafcs](http://tinyurl.com/bvoafcs).

**Groove Korea:** First off, congratulations on a successful screening of your film. After working on "A Cold Soul" and finally showing it to an audience, what was the experience like?

**Edward Burgos:** It was one of the greatest nights in my life. It was the little things, like sitting in the movie theater with my girlfriend, like I have countless times, holding her hand, but watching my film up there. Hearing a friend of mine react to a reveal, people laughing at the jokes that I wrote. There was also someone whom I didn't know who later said to me, "You know, I feel very privileged to be there sharing that moment with you." It was everything.

#### What was the genesis of "A Cold Soul"?

Paul Stafford: I don't know where that came from, actually. I remember Ed came to me and said, "I want to film a noir, in February when it's cold" (laughs).

Burgos: Well, we did "Perfect" together, and I was very proud of it and still am. It was a film that explored darker aspects of humanity — things I'm fascinated by, but those are heavy topics. So I decided that the next film would be something that my mother would enjoy. That was the original goal. And then I came to Paul, because I enjoyed working with

him on "Perfect," and I could see him as the character I had in mind.

**As you continue working on new projects, are you slowly compiling a "dream team" of crew members?**

Burgos: Two weekends ago, I commented that in the room where we were shooting, there were five people who had directed their own films. So Paul had put together, literally, a dream team. Often you get a lot of people who are very enthusiastic, who want to help, but you kind of have to spell some things out for them, guide them through certain things. But with this team, if you ask them to do something, they go out and do it, and they think of five other options to improve it and just make it that much better.

**What part of the filmmaking process do you enjoy the most?**

Burgos: I can be in pre-production forever. I love talking about concepts, but easily, my favorite moment is when I'm on the set. When I'm there, and the cameras are there, there's pressure and problems, and your brain starts to bubble after a 40-hour shoot, but it's always the greatest feeling. And I always tell people, I'd rather be doing that than going out drinking.

**What is the best way to maintain harmony within such a tightly knit community?**

Burgos: A lot of it comes down to, you work with someone, and if you work well, you'll work with them again. And if you don't, you're not going to ask them onto your set again.

Stafford: And if you're a good enough leader, you can still bring them onto your set. What I do is I set them into a different role. Everyone has strengths, but the problem is they can sometimes be placed in a role that highlights their weaknesses. And when their weaknesses are brought out, it becomes a detriment to the entire team.

**Do you think that people who are new to Korea and the filmmaking community are not aware of it or possibly even hesitant about joining?**

Stafford: I think the big problem in the community is it's with a bunch of expats who've been here for a long time, but there's not many new people coming into the core group. And the same as well, there's not many people who have left. I'm one of the main members of the group in the community to actually leave for good. To (give) back, I'm really trying to help publicize it a bit more, and actively get people to engage others and bring them in from the outside. 🇰🇷



# AT THE BOX OFFICE

## THE BIG SCREEN

By Dean Crawford

### Stoker

Directed by Park Chan-wook

Feb.  
**28** Thriller/Horror  
98 minutes

P R E V I E W



● In the last 10 years, Korea has been rightly regarded as one of the leading players in world cinema. Whether it's pioneering horror films, revenge movies or dramas, Korea has produced an abundance of quality films. Undoubtedly the leader of this revolution is Park Chan-wook, visionary director of "Oldboy," "Sympathy for Lady Vengeance" and "Thirst." His worldwide success meant it was only a matter of time before Hollywood came calling, and his English-language directorial debut, "Stoker," is premiering this February.

Mia Wasikowska ("Alice in Wonderland") plays India, whose father has just passed due to a stroke. Her mother (Oscar-winner Nicole Kidman) wastes no time in moving in India's Uncle Charlie (Matthew Goode), who appears to be doing a whole lot more than simply helping India's mother deal with the death of her husband. Not entirely sure what her uncle's purpose is, India becomes increasingly weary yet at the same time increasingly attracted to this mysterious man.

The trailer looks fantastic. It's stylish and dark, the acting is solid and yet it doesn't really give you any indication of what the film is actually about. What we do know is that it's a family drama and a horror film written by Ted Foulke, which was a pseudonym used by Wentworth Miller (yes, that's Michael Schofield from "Prison

Break") and was touted as one of the best unproduced scripts of 2010.

Due to the title of the film and the ambiguity of the trailer, the initial assumption to make is that it is jumping on the vampire bandwagon. Yet despite the fact that "Stoker" is a reference to the famous author of "Dracula," Miller is adamant that it isn't a vampire film. He told Collider.com, "It's not about vampires. It was never meant to be about vampires. But, it is a horror story. A stoker is one who stokes, which also ties in nicely with the narrative."

However, I'm not sure if he means this in the same sense that Mike Cahill's excellent "Another Earth" is not a sci-fi film, but a drama.

If the trailer were re-cut, it could easily be a vampire film. The seductive man who has a power over women. A girl who is "of age" and, at one point, it looks like Matthew Goode actually bites someone's neck. I think Miller may well be leading us astray.

Vampire film or not, Park Chan-wook is one of the most iconic, visionary directors working today and I am stoked, pun intended, for his English-language debut.

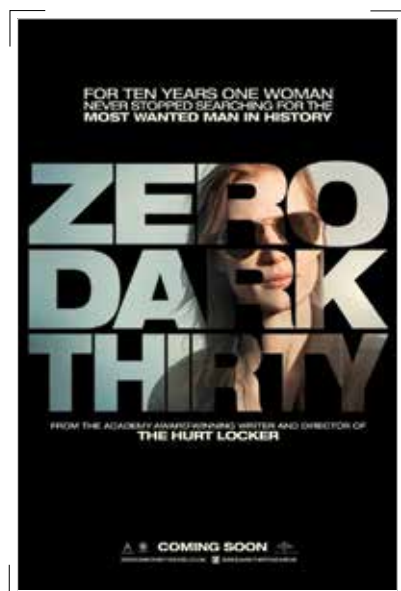


### Zero Dark Thirty

Directed by Kathryn Bigelow

Feb.  
**28** Action/Thriller  
157 minutes

P R E V I E W



● One of the biggest surprises at the 82nd Academy Awards was a little indie film called "The Hurt Locker," which won two Oscars including Best Picture and Best Director for Kathryn Bigelow. In her latest film, "Zero Dark Thirty," Bigelow is focusing on the war on terror as an account of the decade-long hunt for Osama bin Laden.

As well received as the film has been during its recent limited run in the U.S. (it was sitting on a 93 percent certified-fresh rating on Rotten Tomatoes at the time of this writing), it seems to have stirred up a controversy amongst journalists and politicians alike, mainly due to supposed inaccuracies of the mission and the film's apparent glorification of torture.

For me, torture on screen can be a necessary narrative device. How on earth would Jack Bauer have saved America on numerous occasions (and Africa once) if he didn't bend the rules and perform some "enhanced interrogation techniques" from time to time?

However, when you're dealing with real events and real people, it's a totally different matter, and journalist Jesse Kornbluth went so far as to write an open letter in the Huffington Post urging people to boycott the film. Conversely, Frank Bruni comments in his New York Times column that the film seems to suggest "No

waterboarding, no Bin Laden."

And what say the filmmakers on the accusation that they are glorifying torture? The film's screenwriter, Mark Boal, told the Wall Street Journal that it's "preposterous to say 'Zero Dark Thirty' glorifies torture." Why? Because even though it wants to be seen as some kind of quasi docu-drama, at the end of the day it's still "a movie – not a documentary."

Even the CIA has gone to the effort of clarifying some issues surrounding the film in a bid to separate the fact from the fiction. Michael Morell, the acting director of the CIA, made a statement on www.cia.gov pointing out that while the film attributes the capture of Bin Laden to two or three people, the reality is it was a "very large" team effort. Second, the issue of whether torture techniques were used "cannot and never will be definitely resolved." Which kind of sounds like a massive "yes we did," but who am I to say?

No matter how truthful the film may be, I'm really looking forward to seeing it. It's gotten such a positive critical reaction that there is realistic talk of a sequel. "Zero Dark Thirty-One," if you will. Though in terms of the plot, I don't know who the bad guy will be, seeing as Bin Laden has been killed. Oh no, sorry, spoiler alert!



# KOREAN DVD CORNER

## THE SMALL SCREEN

By Dean Crawford

### My Way (마이 웨이)

Directed by Kang Je-gyu



Rated **15** Action/War  
137 minutes

R E V I E W

● If I were a filmmaker I would hate Steven Spielberg. Not because I think his films are great, because I don't, but if I wanted to make a war film, I couldn't film a battle sequence without someone comparing it to "Saving Private (Bloody) Ryan!"

As a reviewer, I should stay impartial and treat every film on its own merit, but my first thought when I saw the trailer for Korea's most expensive film ever, "My Way," was "Oooh, I wonder if the battle scenes are better than 'Saving Private Ryan'?" Curse you, Spielberg!

Based on a true story, the film opens with a shot of a Korean runner sprinting to the front of the marathon during the 1948 Olympic Games. We cut to what was Seoul in 1928 Japanese-occupied Korea.

Jun-shik (Jang Dong-gun) and his family work on a farm owned by Tatsuo's (Joe Odagiri) grandfather. Because of their passion for running, they become rivals from an early age. This escalates to pure hatred after Tatsuo's grandfather is killed by a bomb and Jun-shik's father is blamed.

Despite being banned from the competition, Jun-shik wins the All Japan Trials for the marathon but is disqualified, which starts a riot among the Koreans, with hundreds of the perpetrators drafted into the Japanese army. This begins their journey, where the two

men are forced to fight not only enemies from other continents, but fight their feelings for each other if they are to survive.

"My Way" is a huge film with large set pieces and lavish sets that spans 20-odd years. The film succeeds in recreating not only the time period, but also the grand scale of the war using hundreds of extras, several camera set-ups for each scene and large pyrotechnics to create grandiose battle sequences. You can tell a lot of time, effort and money went into the production. If only the same could be said for the script and the acting.

It's not that the dialogue is bad per se, it's just extremely clichéd and very, very predictable. This, in turn, doesn't give the actors much of a chance with the dialogue that they have, so everything feels extremely fake. The two leads are sworn enemies who are at war. But then suddenly they are the best of friends who would die for one another. It all just feels rather forced and, dare I say it, Hollywood-esque.

For a film that was Korea's most expensive ever, it's rather ironic that it appears to rely on a Hollywood sensibility and ends up at times looking like a "Saving Private Ryan." Just not as good. I blame Steven Spielberg.



### War of the Arrows (최종병기 활)

Directed by Kim Han-min



Rated **15** Action  
122 minutes

R E V I E W

● After watching "My Way" and learning a thing or two about Korea's past, I wanted to see another period piece that covered a different era in Korean history. I have always been interested in some of the Joseon period dramas on Korean TV (well, I think they are; I don't have a clue what they are saying), which led me to Kim Han-min's "War of the Arrows."

Initially, I was attracted by the frenetic trailer and interesting costumes, but then I found out that the film won awards at several major Asian film festivals, primarily for acting and cinematography. Also, the film was the most-watched Korean movie in 2011, and the second most-viewed in theaters overall. Unfortunately, the number one spot went to a \$200 million advertisement for toys: "Transformers: Dark of the Moon."

Set during the second Manchu invasion of Korea, the film opens during a ferocious battle in which a young Choi Nam-yi and Choi Ja-in are forced to watch their father beheaded and branded a traitor.

Thirteen years on, Nam-yi, now a skilled archer and hunter, is sworn to protect his little sister and finds it difficult to accept that she is to be married.

On the day of the wedding, the Qing army invades Nam-yi's village and take thousands hostage, including Ja-in and her fiancé, leaving the rest for dead. Nam-yi

takes it upon himself to track down the Qing army, eliminating them one by one with his exceptional archery skills. His search leads to a bloody battle with the deadly leader of the Qing army, Jiyu Shin-ta, who is just as skilled with a bow as he is.

I mentioned I was initially drawn to the film because of TV dramas, and for the first 20 minutes the film had the look and feel of one. That means it looked cheap with below-par acting (which is ironic considering the film won several acting awards).

But once the Qing army enters the fray, the film moves up a gear and turns into a very exciting movie with some great moments of action and tension. In particular, a scene where the Qing army tricks its captives into committing suicide, and the Sergio Leone-inspired finale are particularly nail-biting. In addition to that, watching a shoot 'em up with bows and arrows instead of guns was an interesting, refreshing change that totally worked.

If you're a historian, there isn't too much to learn here, but as an action film, it's well worth two hours of your time.





## DESTINATIONS

Edited by Josh Foreman / [joshforeman@groovekorea.com](mailto:joshforeman@groovekorea.com)

# THE ROAD TO JEJU

... and out of Seoul

Story and Photos by David Smeaton

I decided it was time for a change. So I packed the family up and we moved to Jeju Island: the home of black pigs, black rocks, beaches and clean air.







## DESTINATIONS

Edited by Josh Foreman / [joshforeman@groovekorea.com](mailto:joshforeman@groovekorea.com)

● An amazing barrage of sound, smells, neon and night-life, Korea's sprawling megacity can be a wonderful melting pot of culture and color. But Seoul can also be a city of chaos, cars, crowded subways and choking smog.

I decided it was time for a change. So I packed the family up and we moved to Jeju Island: the home of black pigs, black rocks, beaches and clean air.

As my wife and son flew to Jeju ahead of me, I took the chance to take our car on a one-man road trip.

In the early morning I said goodbye to Seoul's concrete jungle and hit the highway. My destination was Jangheung, a port town in Korea's far southwest. The drive out of Seoul was slow going due to early morning traffic, even on the highway where lines of cars trickled south.

Korea is about 70 percent mountains and when I arrived on this peninsula a decade ago, most of the highways snaked around the mountains on narrow, dangerous roads. Now the roads are wide and straight, tunneling straight through the mountains for a faster and safer drive. With The XX blaring from my speakers, I lost count of all the toll booths I passed through. Further out from Seoul the traffic thinned out. Fewer cars bulletted past and the countryside became more scenic.

As I approached the coast, the skies also started to clear. Suddenly the highway ended at ocean and blue skies. The road now passed by country schools, through small villages, and over a number of bridges. After several hours traversing the peninsula, I finally reached my first destination: the Jangheung Ferry Terminal.

There I found a quiet corner and read some Kerouac to pass the time. Soon the terminal began to fill with people and the line of cars outside grew longer. At 2 p.m., the ferry arrived from Jeju and cars piled on first, with mine at the front.



As I approached the coast, the skies also started to clear. Suddenly the highway ended at ocean and blue skies. The road now passed by country schools, through small villages, and over a number of bridges.

I returned to the terminal for check-in and boarded the ferry, which was surprisingly vacant. The lower deck hosted general seating and the upper deck first-class seating, and even a Dunkin' Donuts. I bought a coffee and donut for the novelty of having it on a ferry, then went to find my seat.

Soon we were off. I continued reading my book, occasionally stopping to observe the numerous small islands outside, which seemed to be mostly used by fishing communities. The TV on the ferry showed our location, speed and progress. Thanks to the calm weather and smooth seas, we would reach Jeju in just under three hours.

The ferry soon came within sight of Jeju Island and quickly found its way into the harbor. I headed down to the car and was happy to be the very first one off the ferry. I drove up the ramp and on to solid ground. I called my wife to tell her I had arrived and, happy to reach the end of my journey, drove to my new home. 🇰🇷



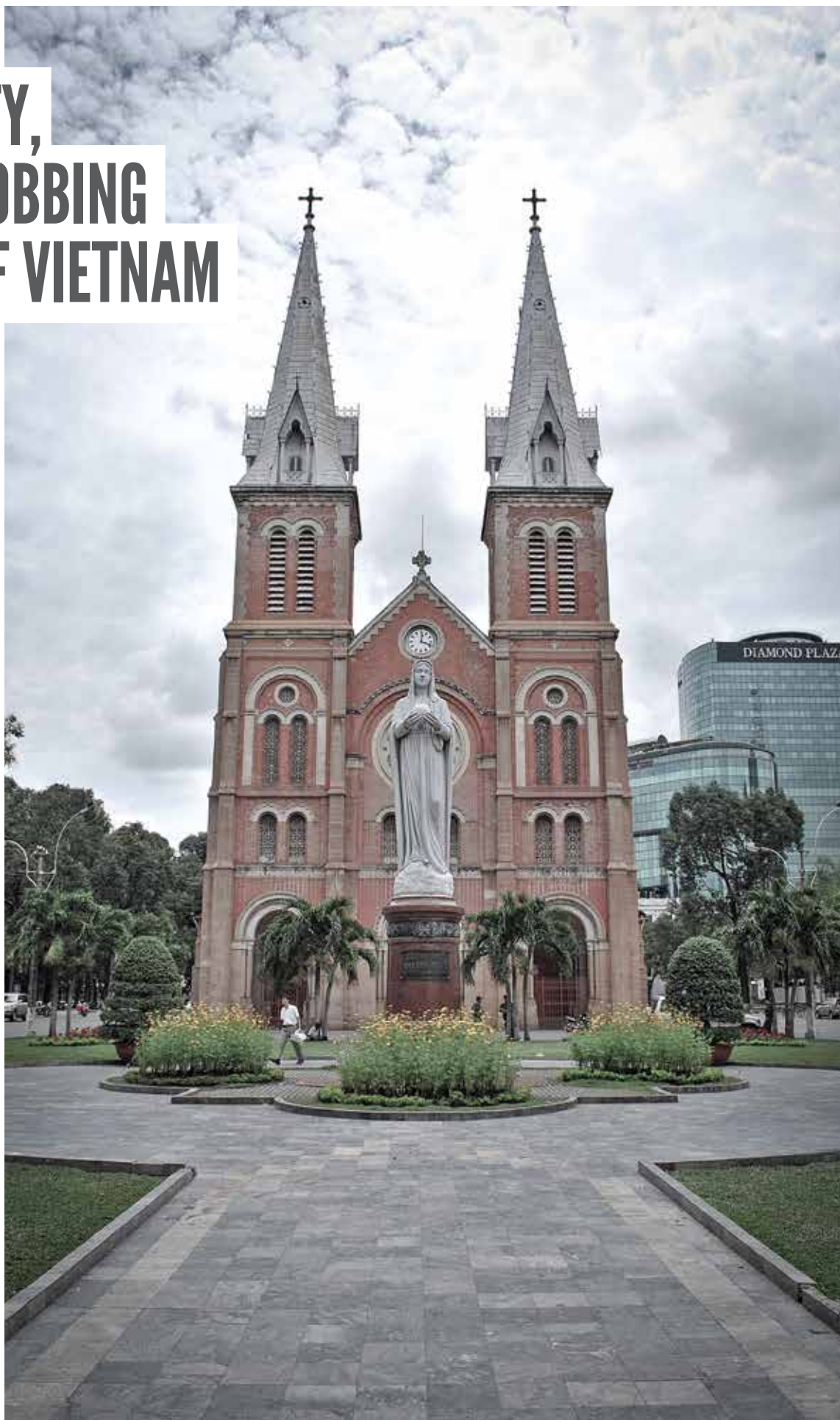




# HO CHI MINH CITY, THE THROBBING HEART OF VIETNAM

A journey through an  
ever-changing country

Story and Photos by  
Colin Roohan



A new millennium has seen constant economic growth, and while Hanoi has remained the seat of political power in Vietnam, HCMC is the pulse keeping the country alive.



● If Hanoi is the brains of Vietnam, Ho Chi Minh City is its beating heart.

After the capture of Saigon by the Vietnamese People's Army in 1975, the long and arduous process of reunification began. Roughly 10 years later, the government put in place market reforms which seemed more akin to low-level unregulated capitalism than the staunch communism many had feared would remain the norm. Restrictions on the sales of cigarettes and alcohol were lifted, compensation for copyright and trademark infringement simply didn't exist, and prices everywhere seemed negotiable. This may have been the very framework that led Saigon – now Ho Chi Minh City – toward a sunny future.

A new millennium has seen constant economic growth, and while Hanoi has remained the seat of political power in Vietnam, HCMC is the pulse keeping the country alive. With a population of around 9 million and an estimated economic growth rate of 10 percent in 2012, it is safe to say this city revolves around currency. Another big contributor to the contrast between Hanoi and HCMC is the level of financial security. Foreign investment is drawn toward the attractive South. Projections of high property values, a bustling retail market, and constant work on the new metro system are all reasons foreigners wish to court this southern belle, hoping to find a long and lasting relationship. The amount of traffic is stifling, rent and property prices are reaching new plateaus, and farmers in outlying areas are trading in their pitchforks for the opportunity to catch a break in manufacturing. The pulse is pounding hard, and everyone hears it.

Despite all these feats, HCMC is not satisfied with the status quo. The locals are hungry and have a sensational appetite. A typical front page from the area might show drafts for a beautiful skyscraper, or discuss ongoing attempts at opening up trade with Myanmar. One area particularly fa-

miliar with progress is Dong Khoi Street. The street has been dazzling visitors since French sovereignty, when it was known as Rue Catinat. International restaurants, shopping malls and high-end boutiques are all on display, seeming to escape the nostalgic time-capsule feeling most other streets throughout Vietnam have. While some will rave about the area's European restaurants, others will dismiss it as snobby. Regardless, a walk here is worth your time, if only to see the Saigon Notre Dame Basilica, located on the northwest end of Dong Khoi Street. This monument, originally built between 1863 and 1880, seems oddly out of place, but the beautiful red-toned bricks imported from Marseille and towering iron spires are worth a couple of pictures. (If you're so inclined, mass is held Sunday mornings at 9:30 in both Vietnamese and English.)

Shopping is inevitable when in HCMC and if upscale designer pieces aren't what you are into, HCMC offers traditional markets as well, where you'll find locals mingling with tourists negotiating that perfect bargain. Ben Thanh Market, with its convenient central location, could perhaps be one of the city's most energetic areas. A large clock tower offset by a busy traffic circle on Le Loi Street sets the tone for the chaotic environment inside. Vendors bear poles on their shoulders with food weighing down the ends, contending for customers. Large slabs of ice, which will later cool down beer or soda, pass before your eyes, glistening in the overhead light. The aisles are narrow and in the summer this place can feel like a sauna. Once you've had your fill of bargaining, find a drink vendor serving exotic fruit smoothies or a barista pouring some high-octane iced coffee to help you rejuvenate. If the heat makes you irritable, a visit at night may be more enjoyable. In the evening, the streets outside of Ben Thanh turn into table after table of delicious Vietnamese cuisine, at prices suiting all budgets.

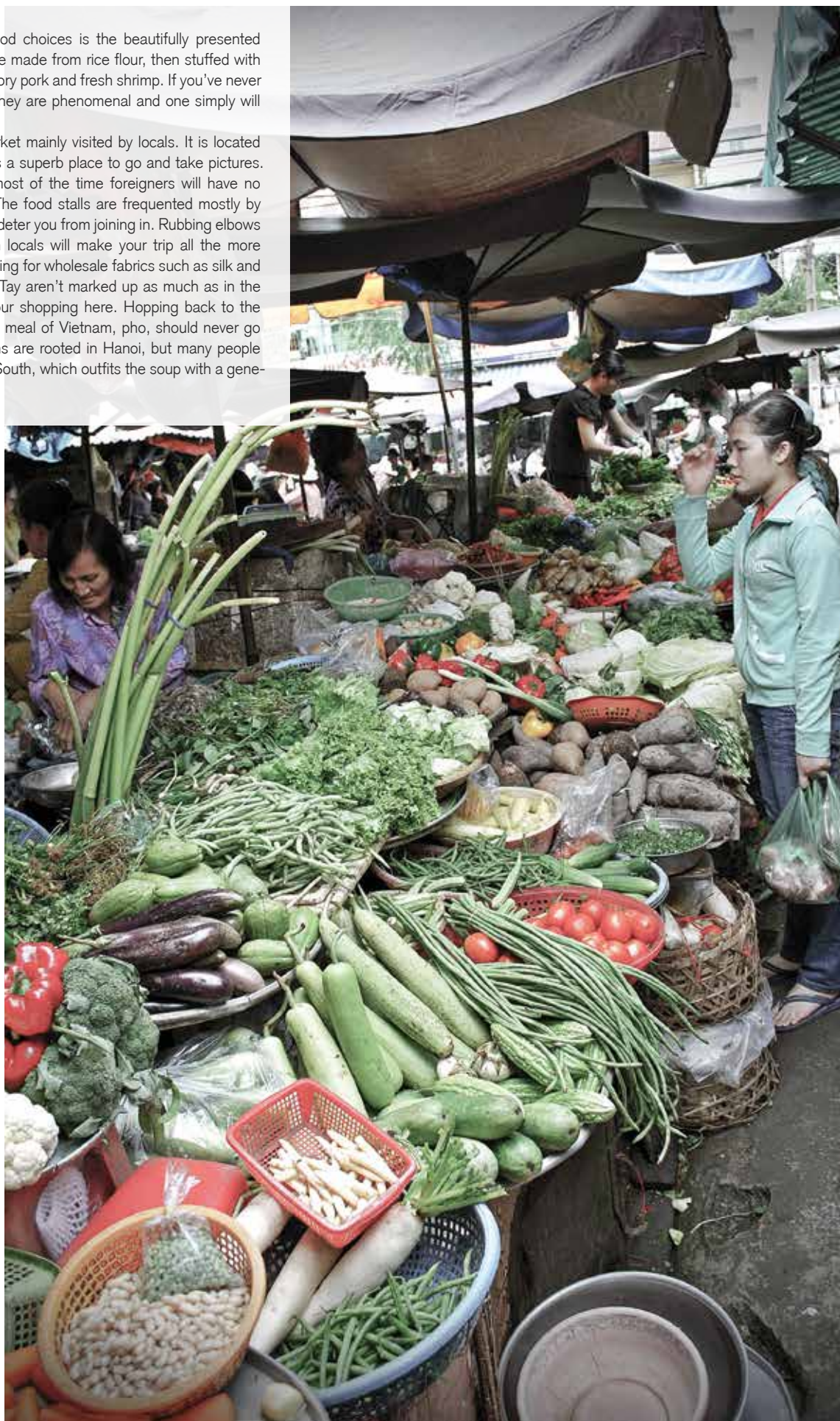


## DESTINATIONS

Edited by Josh Foreman / [joshforeman@groovekorea.com](mailto:joshforeman@groovekorea.com)

One of the more popular food choices is the beautifully presented banh xeo, a large, thin pancake made from rice flour, then stuffed with green onion, bean sprouts, savory pork and fresh shrimp. If you've never had one, you're missing out; they are phenomenal and one simply will not be enough.

Cho Binh Tay is another market mainly visited by locals. It is located in HCMC's Chinatown, and it's a superb place to go and take pictures. Curiosities are copious, and most of the time foreigners will have no clue what they're looking at. The food stalls are frequented mostly by Vietnamese, but this shouldn't deter you from joining in. Rubbing elbows and sharing some laughs with locals will make your trip all the more memorable. Also, if you're looking for wholesale fabrics such as silk and velvet, the prices at Cho Binh Tay aren't marked up as much as in the Benh Thanh Market, so do your shopping here. Hopping back to the subject of food, the ubiquitous meal of Vietnam, pho, should never go unmentioned. The dish's origins are rooted in Hanoi, but many people prefer the variety found in the South, which outfits the soup with a gene-



### MARKETS

HCMC offers traditional markets as well, where you'll find locals mingling with tourists negotiating that perfect bargain.





rous fistful of fresh herbs and vegetables, giving the noodle-based dish a much better texture. Many visitors to HCMC recommend trying Pho Hoa on Pasteur Street, as this restaurant is continuously brought up in conversations concerning who makes HCMC's best pho. Pho tai nam is one of the most popular dishes, marrying rare beef and well-done flank steak with an incredibly succulent broth. Top off your bowl with as many or as few vegetables and sauces as you like.

Ho Chi Minh's skyline may not take your breath away, but the diversity of architecture is amazing. If you're privileged enough to get a view of the city, you'll be reminded of a painter's palette as you take in the varying hues of blue, green and red. The streets of HCMC feed off of one another. Chinese enclaves, artsy cafes and high-rise apartments – everyone and everything are squashed together. Finding a little stall serving spring rolls next door to an upscale restaurant is not uncommon. And frankly, if you want to experience this eclectic feel, you should get there soon before quirky becomes cosmopolitan and the traditional charm has disappeared. 🍵



#### REJUVENATE

Once you've had your fill of bargaining, find a drink vendor serving exotic fruit smoothies or a barista pouring some high-octane iced coffee to help you rejuvenate.

# DAEGU



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Night view of the city

# DAEGU IN A DAY

Get a glimpse of Daegu with  
the City Bus tour

Column by Sean Choi, publisher

Daegu is a hotbed of conservatism, but it's also the location of Korea's first noraebang (karaoke room) and its populace is more open-minded than most give them credit for. Its nightlife is bursting at the seams in some places and foodies will have a field day here. Despite some of its unique cultural activities, many Koreans and expats alike still scoff at the idea of spending a night here. "Ugly"; "gray"; "why Daegu?" — tell a Korean that you're going to Daegu for the weekend and that's what you can expect to hear in response. I spent 20 years of my life in the City of Apples, as it is known — and I'm here to challenge some of the common perceptions about this city and its people. I'm going to help you rediscover some of the city's best attractions, restaurants and night spots. [We welcome feedback — email \[editor@groovekorea.com\]\(mailto:editor@groovekorea.com\) with praise, criticism or suggestions.](#) — Ed.

● Daegu — tired of being ignored by tourists — is trying to raise its profile on the national stage and attract more visitors. Chief among its strategies is the relatively new — and very affordable — City Tour service.

If it's a glimpse of Daegu's best sights you're after in a day or less, then there's no better way than jumping on the double-decker City Tour Bus. It operates three courses — the City Tour, Mt. Palgong Circular and Theme Tour courses. The hop-on-hop off bus runs from 10 a.m.-6 p.m. in 15-minute intervals. It costs just 5,000 won, or 4,000 won if you're a foreigner with a hotel receipt.

Let's start with the City Tour and next

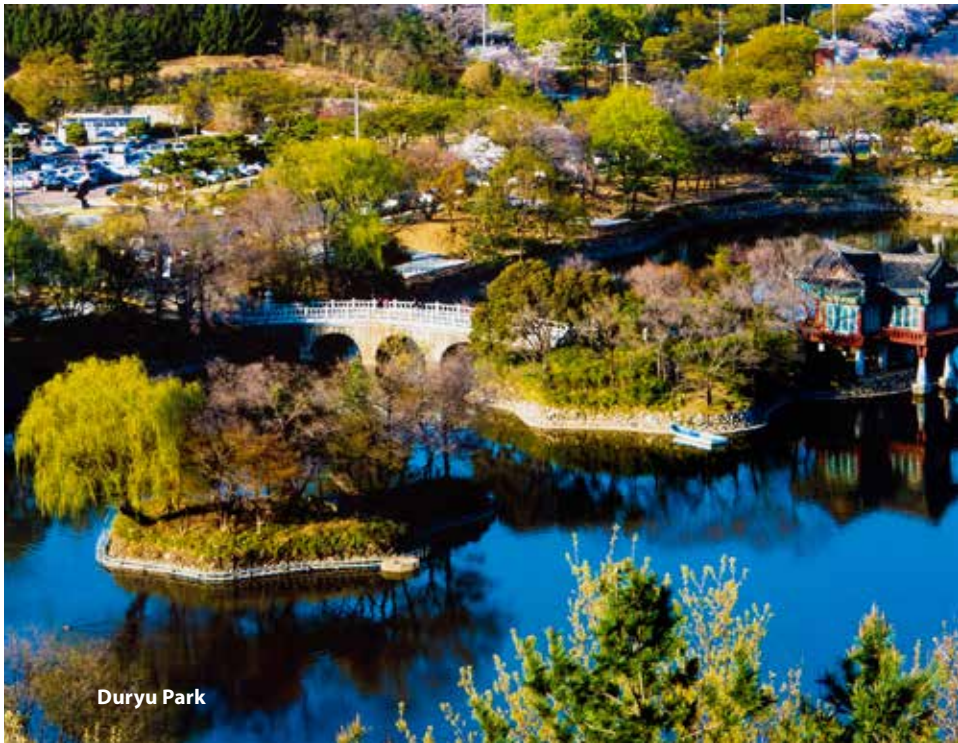
month we'll take a ride on the Mt. Palgong Circular bus.

This bus makes 13 stops, mostly within the city's central area, and begins at Dongdaegu Station, where you can also purchase tickets.

The first stop in the two-hour course is the Daegu Opera House — a world-class cultural venue that I featured in Groove Korea's December issue.

The next stop is Jungangno, better known as Dongsung-ro. This is the beating heart of the city. Whereas Seoul's commercial, cultural and entertainment areas are scattered, you'll find everything you need in downtown Daegu — movie theaters, department stores, restaurants and night





Duryu Park



Feb. 28 Joongang Memorial Park

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Seomun Market



Duryu Park (E-World)



Daegu Tower

spots. Daeguites like this centralization and often bemoan visits to Seoul, complaining that everything is too spread out.

Disembark at Dongsung-ro if you're in search of a good meal. Atop my list of personal favorites are Mijin Bunsik and Taesan Mandu. The former is a cozy, affordable restaurant. If you haven't had the gimbap, udong and jolmyeon here then you haven't had the best gimbap, udong and jolmyeon in the country. Each item on the menu costs just 3,500 won to 3,700 won. When I was growing up there, it was a running joke that the owner of Mijin Bunsik made so much money that he couldn't count it in one night without falling asleep.

Next is Taesan Mandu, which has been one of the most famous dimsum restaurants in the city since it opened in 1972. I strongly recommend the gunmandu (fried dimsum), which is 4,000 won.

After you're filled up, I suggest heading to Gyeongsang-gamyeong Park — just a 10-minute walk away. Its night views are unforgettable.

After boarding the bus, the next stops are Daegu Yangnyeongsi and Medical Missionary Museum, which were also featured in the December issue.

After that is Duryu Park, also known as E-World, which is the largest amusement park in the city. Here you can get a bird's eye view of Daegu atop the 202-meter-tall 83 Tower.



## DESTINATIONS

Edited by Josh Foreman / [joshforeman@groovekorea.com](mailto:joshforeman@groovekorea.com)

At this point, if you're as tired of parks as I am, then it's time to head to Seomun Market, which is the largest traditional market in the city, and one of the three largest in Korea. The products sold here vary from fabrics to foods. Experience the local spirit; this is where you'll get the real pulse of the city. And if you've made it this far without eating, you ought to try out the street food wagons. The exotic tastes and smells will remind you of Padong in Thailand.

Another market worth checking out is Gyodong Market, which is close to Daegu Station (different from Dongdaegu Station, for those unfamiliar). This is where to go if you're in the market for imported products which have been smuggled out of the U.S. base in Daegu. It is often referred to as Dokebi Market, meaning Ghost Market, because when there are inspections by the authorities for illegal products all the shops close their doors. The market is unique, to say the least. High school students come here for soju-laced orange juice.

Now we're at the half-way point. The next stop is the Feb. 28 Joongang Memorial Park, which is followed by Gukchaë-bosang. This "currency museum" isn't as boring as it sounds, as it tells of the extraordinary story of how Koreans united in an attempt to pay back the country's debt to Japan in 1904.

South of central Daegu you will stop at Dusan Intersection (Suseong Resort), which is near a famous pond named Suseong. It's a hot spot for couples in the spring. The most famous food in this area is makchang (cow stomach). Chug a couple bottles of soju and dig in.

Your last stops are the Daegu National Museum and Hotel Inter-Burgo before arriving where you began.

The last bus leaves Dongdaegu Station at 4 p.m. It operates from Tuesday to Sunday year-round, except on Lunar New Year and Chuseok. 🚌

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The ARC



Suseong Resort



Gyeongsang-gamyeong Park



Daegu National Museum



Gukchaë-bosang Memorial Park





## Daegu City Tour Bus

### SCHEDULE

	Route	No. 1	No. 2	No. 3	No. 4
1	Dongdaegu Train Station	10:00	12:00	14:00	16:00
2	Daegu Opera House	10:12	12:12	14:02	16:12
3	Jungangno (Gyeong-sang-gamyeong Park)	10:17	12:17	14:17	16:17
4	Daegu Yangnyeongsi	10:22	12:22	14:22	16:22
5	Medical Missionary Museum	10:24	12:24	14:24	16:24
6	Duryu Park (E-World)	10:34	12:34	14:34	16:34
7	Seomun Market	10:44	12:44	14:44	16:44
8	Feb. 28 Joongang Memorial Park (Novotel)	10:54	12:54	14:54	16:54
9	Gukchaebosang Memorial Park	10:59	12:59	14:59	16:59
10	Daegu Grand Hotel	11:09	13:09	15:09	17:09
11	Dusan Intersection (Suseong Resort)	11:18	13:18	15:18	17:18
12	Daegu National Museum	11:28	13:28	15:28	17:28
13	Hotel Inter-Burgo	11:41	13:41	15:41	17:41
14	Dongdaegu Train Station	12:00	14:00	16:00	18:00



#### MORE INFORMATION

For inquiries and reservations: (053) 603-1800, (053) 627-8900 and (053) 794-8700  
To download the Bus Tour app: <http://m.daegu.go.kr/m/home.do?locale=en>  
Online: <http://tour.daegu.go.kr/eng/main.asp> or <http://eng.daegucitytour.com>

Mijin Bunsik (미진분식)  
Daegu Joong-gu, Dongsungro 3-ga 91-6  
(053) 425-1120  
Business hours: 9 a.m.-10 p.m.  
Gimbap 3,700 won, Udon 3,500 won and Jolmyeon 3,700 won

Taesun Mandu (태산만두)  
Daegu Joong-gu, Duksan-dong 124-10  
(053) 424-0449  
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Medical  
**DAEGU**  
Tour



# GAME ON A CANADIAN TRADITION

**Story by** Matt Flemming  
**Photos by** Andrei Cherwinski

● He's known as "The League."

A 43-year-old English teacher from Edmonton, Alberta, Robert Gibson has been a member of Canada Ball Hockey Korea since it began back in the fall of 2008. In that time, the CBHK has grown to eight teams and nearly 120 players, while also creating a welcoming and inclusive community for expats in Seoul due in large part to the efforts of volunteers.

Over the last couple of years, "The League" has been among the CBHK's hardest working volunteers and a symbol of why it is perhaps one of the city's best recreational sports leagues.

"We call Gibby 'The League' because that's exactly what he is," said CBHK member Dan McMunigal, a 28-year-old from Reading, Pennsylvania. "He books the rink time, helps in every aspect of volunteering, and runs all the essential behind-the-scenes stuff that can sometimes be overlooked. He's also got a great attitude while doing all of these things – including reffing and goal judging – and that helps to get other people on board."

The CBHK is preparing for its 10th season, set to begin on the weekend of Feb. 23-24. Organizers have set a goal of attracting up to 130 players

on 10 teams. The games take place in two-hour blocks on Sunday afternoons at the outdoor rink at Jamsil Sports Complex.

Gibson, who admits he wasn't very involved when he first joined the CBHK, is quick to point out that he's just one of many people who help the league to function so well.

"The league wouldn't run without all the captains, referees, time keepers. And there's always guys stepping up to give back," said Gibson. "Guys like (league co-founder) Ed Leahey and Cory Pettit have done a ton of work in organizing the league over the years and more recently Chris 'Grizz' Lostracco and Drazen Ivansevic have stepped up

with selling beer and holding barbecues to raise money for the injury fund."

The league's website, which includes up-to-date player and team stats, was created and is maintained by volunteers. League photographer Andrei Cherwinski spent hours shooting and preparing individual hockey cards for each league member at the end of the Fall 2012 season. It's all part of a culture that makes players want to contribute to everyone's enjoyment of the league. This culture also leads many members to hang around at the rink to socialize long after their games are over.

The hockey is competitive and high-tempo but players of all skill levels are welcome and having





Canada Ball Hockey Korea's 10th season begins on the weekend of Feb. 23 and 24. All new players must attend at least one pickup game or rookie day to be eligible to play.

The league will hold its draft party on the evening of Feb. 23 at JR Pub in Itaewon.

The league fee is 170,000 won and includes a 14-week regular season and up to three weeks of playoffs; free beer at the draft party; a season-ending banquet with a food and drinks, and a team shirt.

For more information visit [www.cbhk.org](http://www.cbhk.org).


experience with playing hockey isn't necessary.

The intensity and excitement ramp up in the playoffs, with the vast majority of players taking the games seriously while still keeping in mind it's a recreational sports league.

"Everyone brings just a little bit more to the table when they are playing in the playoffs," said Jon Knibloe, a 28-year-old from Grand Rapids, Michigan. "The teams really perform. But even though it gets intense, you never really lose sight of the fact that you're playing against your friends."

The hockey is certainly a major selling point, but one of the big reasons players like Gibson and McMunigal keep coming back is because of the

tightly-knit community, which is made up of not just Canadians but many Americans and others. For many expats, becoming a part of a community of like-minded individuals is a big part of feeling at home in a foreign country.

"There's sort of a shared history and mythology to the league," said Peter Mosca, a 32-year-old from Vancouver who is also one of the league's original members. "That in a country that can seem anonymous and unwelcoming at times, you feel like you've carved out a slice of home. That you see people come and go, get married, start families and get divorced. This league feels like a community as much as a sports league." 

"There's sort of a shared history and mythology to the league. That in a country that can seem anonymous and unwelcoming at times, you feel like you've carved out a slice of home.

That you see people come and go, get married, start families and get divorced. This league feels like a community as much as a sports league."

— Peter Mosca



# PUT THE SPARKLE BACK IN YOUR SMILE

The Oaks Dental Clinic 1-hour service doesn't sacrifice quality

**Story by** Groove Staff / **Photos courtesy of** The Oaks Dental Clinic

● Bae Chul-min hasn't had the typical life of a doctor. In 1986, the Seoul National University student found himself knee-deep in the country's pro-democracy movement, along with thousands of his peers. One fateful day he was attending a protest against the dictatorship and the army advanced on the group. He was arrested, jailed and spent several months as a political prisoner. The government forced the university to expel him, as the government had banned students from participating in political rallies.

Bae spent his days in prison studying languages, cultures and medicine — "contemplating my existence," he said. After he was released, life as a former political prisoner was lonely. No university would accept him. No company would hire him and even the military didn't want him. One year later, his life would take another major turn

when the government granted a general amnesty to all former and current political prisoners. Seoul National University re-accepted him, and soon afterward Korea became a democracy.

Bae went on to become a dentist, but not just any dentist. The Oaks Dental Clinic sits just outside Gangnam Station — pricy real estate even for a doctor. The area is often visited by some of the country's most powerful (and entertaining) people. Politicians like Kwon Jae-jin, the minister of justice, CEOs, and K-pop and movie stars are regulars.

"My life might not typically be what you'd expect from a doctor, but Korea was not a typical country when I was growing up," said the 47-year-old German-educated dentist.

The Oaks Dental Clinic opened its doors at Gangnam





"Having grown up both in the States and Korea, I experienced both styles of dental clinics and I can tell you that the Oaks Dental Clinic is better than anything else I experienced."

— Kelly Jeong, customer

Station in March of 2010, relocating from an office near Yeoksam Station, which had been open since July 2008. Expansion plans now include opening a service facility in Mongolia and working with suppliers in Japan and Canada.

The clinic has been tapping the expat and tourist market in Seoul, after identifying what it called "a lack of proper service." Although the majority of its clients are Korean, there is now a steady flow of international clients as well.

Unlike other clinics that make false claims of being multilingual, the staff at The Oaks Dental Clinic speaks a number of languages, including English, Japanese and Spanish. Some are fluent in English and the few that are not are undergoing training to be able to service English-speaking patients better. The clinic's marketing manager is Canadian and several of the staff have been trained overseas.

The Oaks' specialty is its 60-minute service and its status as a metal-free clinic. The in-house lab — which has the latest in dental technology — allows for procedures to be done quickly without sacrificing quality.

The three most popular services are laminate/veneers, whitening and cavity treatment — services that require extreme precision. There are 17,000 dental clinics in Korea and only 130 have the surgical microscopes The Oaks has. In fact, it is one of the few clinics in the country to have the equipment to be able to do precise, perfect work. It is also one of the few clinics to have its own in-house lab and technician. "This means we can do all our services faster and more precisely than most other clinics. Many services can be done in less than 60 minutes," said Bae.

Mikkel Thorup, a Canadian who is currently based in the United Arab Emirates, was eager to sing the praises of The Oaks Dental Clinic after a visit there last October.

"Even though I was not a client as of yet, they brought me in and treated me like family," he said. "I was blown away by the warmth and hospitality they showed me — and of course their beautiful smiles. Later, I got an annoying cavity fixed there and it was amazingly easy and fast. I travel to Seoul for business almost every month and always make sure I schedule extra time to meet Dr. Bae and the staff at The Oaks."

Kelly Jeong, an expat living in Seoul, said she needed extensive repair work on her teeth, but had delayed it because she wasn't comfortable with the consultations provided by other dentists in Seoul.

"Having grown up both in the States and Korea, I've experienced both styles of dental clinics and I can tell you that The Oaks Dental Clinic is better than anything else I've experienced," she said. "Having seen their Facebook page and hearing about them from friends, I made an appointment and was blown away by the equipment they use and how precise they are. I got my teeth done and everything came up roses. I'm super grateful to Dr. Bae and the whole staff for helping me out."

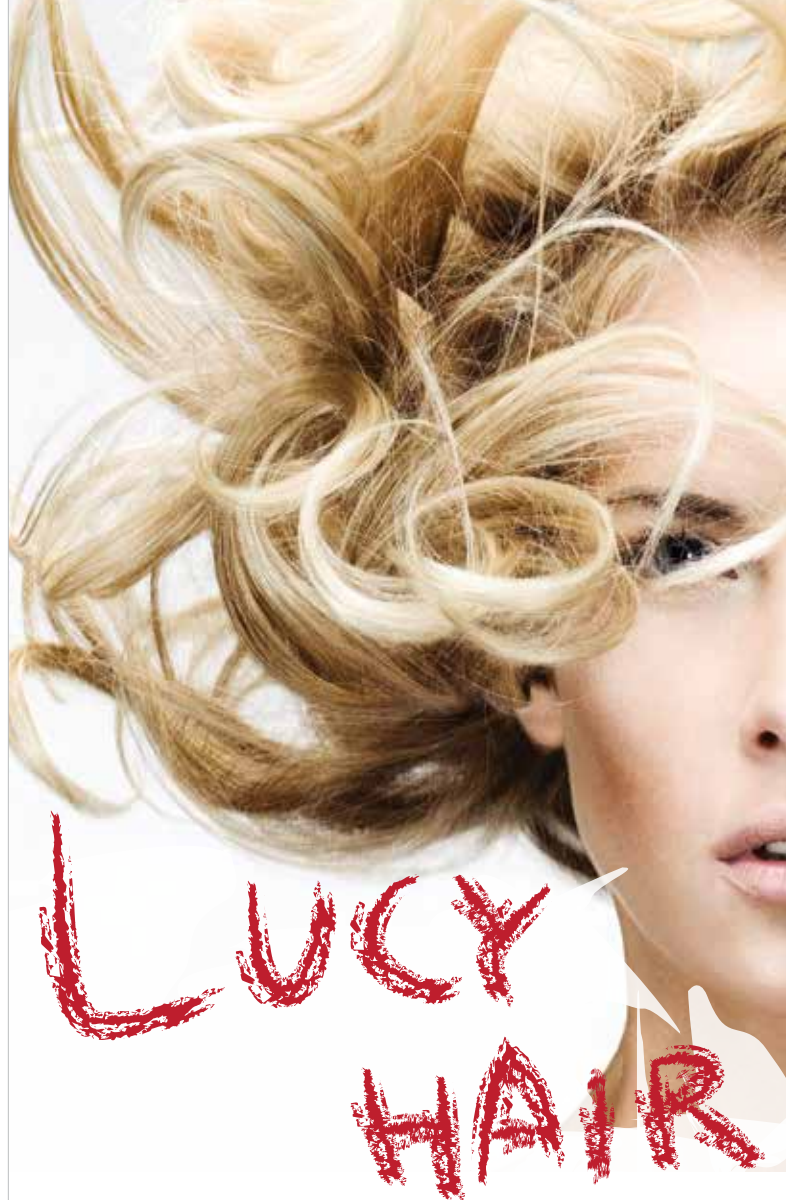
For Bae, it has been a long road from being a political prisoner to being one of the most sought-after dentists in Seoul. "Our proudest moment came when we reached a level of excellence that I dreamed about more than 20 years ago. Most clinics need to survive and thus do not always put the patient's needs first. However, our strategy was to grow and re-invest in the clinic to hire the best staff, get the best equipment, provide community services and reach out to the public." 📞

#### DIRECTIONS:

Go to Gangnam Station, exit 12, you'll see the Oaks sign on the building to your left. The Oaks Dental Clinic is on the 7th floor.

#### MORE INFORMATION:

Go to their Facebook page, [www.facebook.com/OaksDentalClinic](http://www.facebook.com/OaksDentalClinic), to book an appointment or to get more information.



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# Photo Challenge

This month's challenge: Romance



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# Horoscopes

February 2013



## Aries / March 20 - April 20

Your intuition is becoming a stronger part of your life this month, and many of you will be feeling a little more psychic. Be wary of behind the scenes activity with a friend or co-worker around the 23rd, when a secret could be revealed or jealousies could surface. This is a good time to watch your health and to do medical check-ups.



## Libra / September 24 - October 23

While your romantic life is lively this month, it's also a little unstable. A partner may be in a state of confusion or stuck in the past. In general, it's not the best time to ask for commitments from others. Living in the moment, and enjoying it, without too many expectations is your best bet right now. Work is strong towards the end of the month.



## Taurus / April 21 - May 21

Career and business matters are strong in February. Some of you will be meeting new and intriguing friends. New contacts might intimidate existing ones or a romantic interest, however. A friend might reveal something you'd rather keep under wraps around the 23rd. Some challenges can surface in a romantic relationship.



## Scorpio / October 24 - November 22

Relationships with family are strong this month, and your attention to domestic matters brings rewards and positive feedback. Feb. 7-10 can bring surprising developments surrounding work and career. Associates and higher-ups are paying attention, so make sure you're shining. A little healthy showing off won't hurt at this point.



## Gemini / May 22 - June 21

There can be some difficulties with family or around the home in February. Work conflicts might be the source, particularly around the 23rd. Things may not be moving at the pace you'd like, but it's important to be patient. Despite small inconveniences, career matters are strengthening for you.



## Sagittarius / November 23 - December 21

While family life is mostly strong this month, there are two life "departments" that can stir the pot in February: career and romance. Pressures can mount on the professional front, and you may be experiencing delays and assorted slowdowns. Try to steer clear of differences of opinion and other conflicts.



## Cancer / June 22 - July 22

Finances can receive a nice boost this month. It's a good time for filing taxes, budgeting, and applying for loans if necessary. You may find the pace of your daily life challenging in February, however. Responsibilities on the home front can be daunting, and finding the time to run errands and handle paperwork may be a challenge.



## Capricorn / December 22 - January 19

You're luckier with money in February, and you have a good sense for how much to invest and where. Money matters in general can improve, and conditions are favorable for loans, support and taxes. More creativity and imagination are brought to your communications -- your writing and speaking.



## Leo / July 23 - August 23

A partner and friends have important and practical feedback for you this month. February brings partnering into strong focus. While you may not feel in charge, it's a good time for learning more about the people in your life. You are growing towards a more romantic or spiritual approach to your intimate life.



## Aquarius / January 20 - February 18

You're personally popular this month, dear Aquarius. Others tend to have your best interests at heart. Your high spirits can lead up to an emotional declaration around the 7th. Money matters are generally good, but complicated at times in February. Differences in values can spark a conflict around the 23rd.



## Virgo / August 24 - September 23

February brings plenty of work to do, but also your fair share of socializing. The temptation to push ahead with personal plans is strong, but circumstances could have you feeling stuck. You'll be at your strongest if you tame impatience and work on projects that need fine-tuning or completion rather than adding more to your plate.



## Pisces / February 19 - March 19

February is a month of coincidences and hunches that come to pass. You are especially intuitive and in high demand these days. However, partnerships can be challenging at times, and especially around the 23rd. Allow others space and time to sort things out. Reconnecting with people from your past might figure strongly now.

# Comics

February 2013

## DEAR KOREA

069

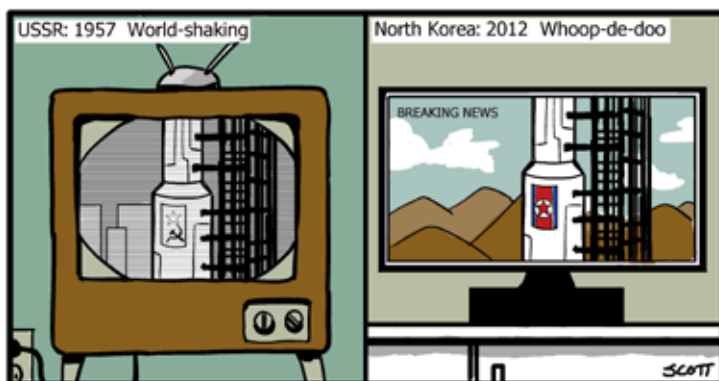
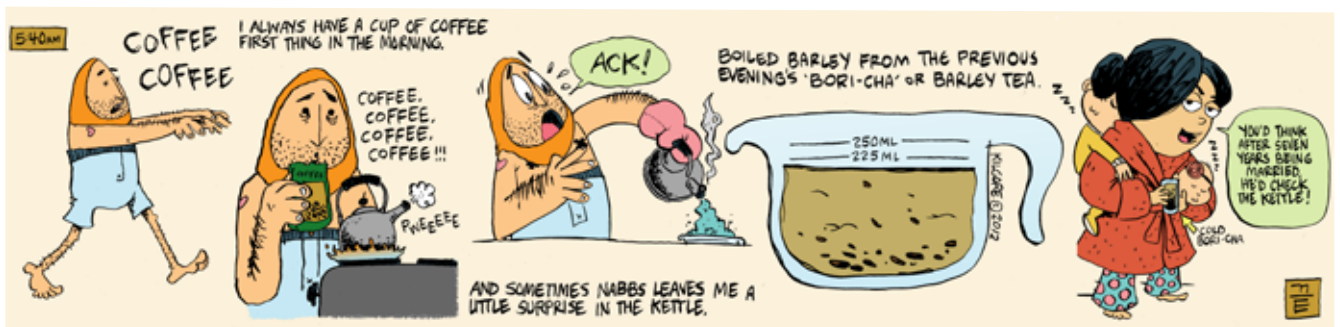
Dear Korea...



Some things don't need to be censored.

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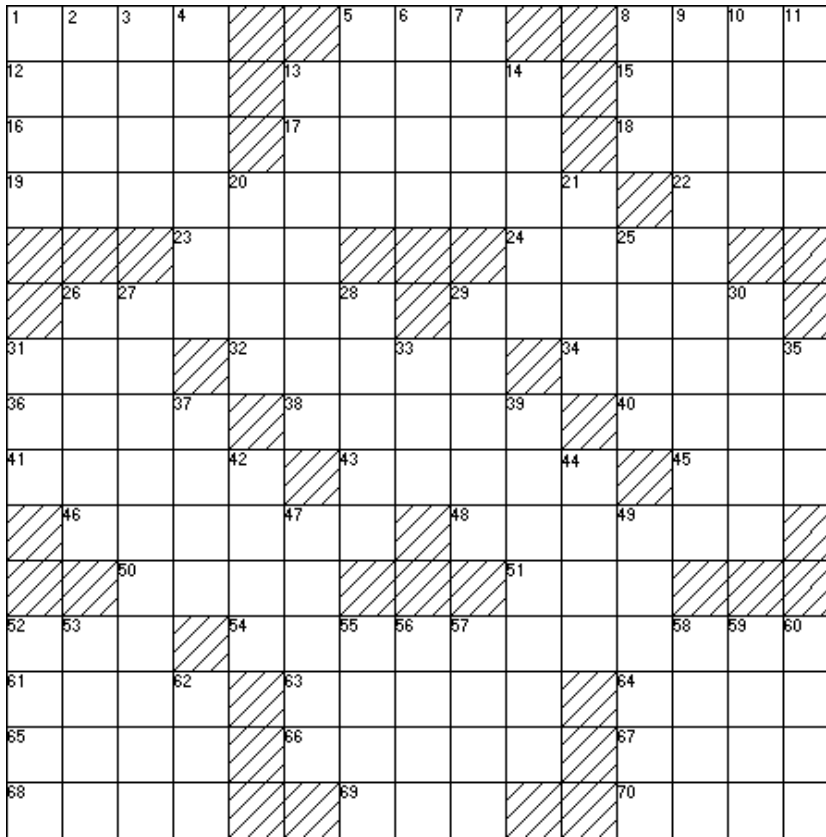
CENSORSHIP, JEN LEE





# Games

Crosswords - Sudoku



## Across

- |                                     |                               |  |
|-------------------------------------|-------------------------------|--|
| 1. Courageous                       | 26. Alongside                 | 51. Even   |
| 5. Droop                            | 29. Inclined troughs          | 52. Garland of flowers                           |
| 8. Mid-months                       | 31. Journalist ____ Donaldson | 54. Noticeable                                   |
| 12. Utiliser                        | 32. Handrail support post     | 61. Greek god of love                            |
| 13. Underneath                      | 34. Armored war vehicles      | 63. In the g_____                                |
| 15. 1,000                           | 36. US state                  | 64. Member of the lilly family                   |
| 16. Leave in panic                  | 38. Levees                    | 65. Dorsal members                               |
| 17. Abounding in foliage            | 40. Coffin stand              | 66. Undersides of feet                           |
| 18. Where the sun rises             | 41. Male sex organ            | 67. Not sharp                                    |
| 19. Marine microorganism            | 43. Salamanders               | 68. Exam   |
| 22. Reservoir or research (abbrev.) | 45. Pertaining to a deity     | 69. Darken by sun exposure                       |
| 23. Male adult                      | 46. Disorderly or unkempt     | 70. Aquatic carnivorous animal noted for its fur |
| 24. Throw                           | 48. A group of seven          |  |
|                                     | 50. 3rd person plural         |  |

## Down

- |   |   |                                  |
|---|---|----------------------------------|
| 1. Afficionado                              | 25. Pierce                              | 49. Threesomes                   |
| 2. Norwegian city                           | 26. Someone who moderates or lessens    | 52. Departed                     |
| 3. Ogle                                     | 27. Emissions                           | 53. Great Lake                   |
| 4. Nightly visions                          | 28. Dallas' J.R.                        | 55. Tuber                        |
| 5. Observed                                 | 29. Balls of yarn                       | 56. Beverage made from kola nuts |
| 6. Jai _____, sport                         | 30. Clay target                         | 57. Level, balanced or smooth    |
| 7. A silly clown                            | 31. Dine                                | 58. Color of the sky             |
| 8. President Eisenhower                     | 33. Supplement with difficulty          | 59. Race car manufacturer        |
| 9. A compound of arsenic                    | 35. ____ Lanka                          | 60. Scream                       |
| 10. Consequence                             | 37. Far above                           | 61. Super Sonic Transport        |
| 11. Drunkards                               | 39. High plains                         |                                  |
| 13. Made unable to see                      | 42. Pace                                |                                  |
| 14. Painter of "Tenant Farmer" Andrew _____ | 44. Argument                            |                                  |
| 20. Principal                               | 47. World's largest monolith, ____ Rock |                                  |
| 21. Utter defeat                            |   |                                  |

3	1			6		9	7
			5	9	3		1
	2					3	
		8	9				
5	4			7		9	
						2	6
	6		2	8			1
1					9		
2	8	3	7				4

8				5		2	
	7		4	3		9	
	3		2	7			5
				2			8
6	8				7		3
		3					4
9	2		5	4			3
						1	
		5					6

## How to play

Sudoku requires no calculation or arithmetic skills. It is essentially a game of placing numbers in squares, using very simple rules of logic and deduction.

## Objective

The objective of the game is to fill all the blank squares in a game with the correct numbers. There are three very simple constraints to follow. In a 9 by 9 square Sudoku game:

- Every row of 9 numbers must include all digits 1 through 9 in any order.
- Every column of 9 numbers must include all digits 1 through 9 in any order.
- Every 3 by 3 subsection of the 9 by 9 square must include all digits 1 through 9.

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— Starbucks  
Korea spokesperson

Expresso Shot Green Tea Latte

Soy Green Tea Latte

## GOING LOCAL

Organic certified green tea latte comes to Starbucks

Starbucks Korea has introduced two Green Tea Lattes made by a certified organic green tea provider on Jeju Island.

The Soymilk Green Tea Latte is a blend of soymilk and organic green tea grown on Jeju Island. The Espresso Shot Green Tea Latte is a unique combination of espresso and green tea and its bittersweet taste offers a delightful experience.

“We are excited to introduce the excellent quality of Korean green tea to the global market and to support local farms,” said a spokesperson for Starbucks Korea.

The Jangwon green tea available at any Starbucks franchise in Korea surpasses the critical standards of National

Agricultural Products Quality Management Services. Adhering to Starbucks’ fair trade policy, all green tea used in Starbucks stores is carefully selected based on organic standards, hygienic management and quality — the shape, color and aroma of leaves.

Starbucks has also introduced new desserts to go with the Green Tea Lattes — the Citron Cheese Mousse, which has a rich, fruity taste, and the velvety Yogurt Layer Cake. Starbucks Korea has been busy developing and localizing new menu items since 2006. The first soymilk products — Maeil Dairy’s Rice Bar, Rice Chip Plus and Fruits Mix — were co-developed with Gyeonggi Province and have been loved by customers.



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Park Hyatt Seoul presents the Romance Package for couples seeking to get away and make unforgettable memories together. The package includes a one-night stay in a spacious guestroom, a romantic Namu Bath in a spa-inspired bathroom and a private in-room breakfast for two. Free access to the fitness center, swimming pool and sauna is included in the package. Late check-out (4 p.m.) is offered to enable couples to enjoy some last-minute romance. Package prices start at 455,000 won.

For reservations and inquiries: (02) 2016-1100 or (02) 2016-1234.

All prices are subject to a 10 percent government tax;  
no service charge applies.



# Sheraton Grande Walkerhill

## Make your own Valentine Hamper at The Deli

Make this Valentine's Day one she will never forget. The Sheraton Grande Walkerhill's exquisite gourmet shop, the The Deli, invites you to prepare a beautiful Valentine Hamper for your lover this February. Rather than the standard dinner-for-two at a fancy restaurant in Seoul, earn extra points by making something that comes from the heart. Personalize your Valentine Hamper for that special someone with a gorgeous gift basket. And of course, there is plenty of the best chocolate available to top it off with. The authentic Belgian chocolate Neuhaus is available at The Deli. British Wedwood tea is also in stock.

For inquiries: (02) 450-4479



# JW Marriott Hotel Seoul

## Largest Wine Buffet in Town

Bar Rouge, JW Marriott Hotel Seoul's flagship bar, has designed a very special buffet featuring 40 wines accompanied by over 50 food dishes. The unique event showcases four sparkling wines, 16 whites and 20 reds from European countries such as France, Italy, Spain and Germany, as well as others from Australia, Chile and the United States. It is being billed as Seoul's largest wine buffet. The wine buffet will be held every Wednesday, Thursday and Saturday from 6 p.m. to 9 p.m., priced at 42,000 won per person for those sampling 20 different wines, and 65,000 won per person for those opting to try the entire range of 40.

For reservations and inquiries: Bar Rouge (02) 6282.6763

Prices include tax and service charge.



# Novotel Ambassador Busan

## Ventanas' Valentine's Day special

Show your love to that special someone by stuffing your face at one of the best restaurant's in the city. Novotel Ambassador Busan's steak and seafood restaurant Ventanas will feature a special course for couples that want to spoil themselves this Valentine's Day. This special menu is only available on Feb. 14 — so act now and make a reservation, lest you be stuck eating another sub-par meal with a disappointed spouse. Set I comes with snow crab and asparagus salad, sweet pumpkin soup, cabbage rolls and beef tenderloin steak. Set II comes with lobster tail and beef tenderloin with grilled tomato as the main dish. In addition, each of the sets end with chocolate cake and brownies.

For reservations and inquiries: (051) 746-8481



# Grand Hilton Seoul

## Be My Sweet Valentine packages

The Grand Hilton Seoul is offering two special Be My Sweet Valentine packages. Available from Feb. 8 to March 14, the packages are perfect for couples who are looking to get away from their busy lives and kick-start their love life. Package I includes an overnight stay in a Deluxe Room where you will find box of Valentine's Day chocolates. Executive Room customers also get access to the Executive Floor Lounge, where you can enjoy happy hour and complimentary breakfast. Relax in the sauna for an additional 22,000 won. All package guests enjoy free use of the fitness center. The packages start at 189,000 won.

For reservations and inquiries: (02) 2287-8400

Prices exclude tax and service charge.



# Lotte Hotel Busan

## Strawberry delights

Whether it's a Valentine's Day date or lunch with the girls, Delica Hans has you covered. Prepare yourself to enter a strawberry lover's heaven. Delica Hans is promoting the Strawberry Festival through April 7. Lose yourself in a strawberry genoise, strawberry fromage cake, or scarf down a strawberry-layered pastry. A strawberry tart with sweet crème, last year's best seller, is available again this year.

This year's new delicacies are a strawberry chou-crème and a strawberry sour-mousse. Starts at 7,000 won and a whole cake costs 30,000 won.

For reservations and inquiries: (051) 810-6490 Delica Hans at Lotte Hotel Busan. Prices exclude tax and service charge.



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# Novotel Ambassador Gangnam

## Valentine's Dinner for Two

The Bistro, one of the most popular upscale restaurants in Seoul, will be offering a special menu for Valentine's Day this February. Wine and dine your way to true romance. French chef Patrice Guibert will prepare a one-day-only special Valentine's Day course. Octopus Cannelloni with fresh Thai prawn and capers pesto with basil and anchovies will be served as the first course; king crab garnished with limes and red curry will be served second. After a red wine sorbet, a main course of veal chop for two with morel sauce and spinach potatoes will be presented. Dessert, tea, and after-dinner sweets included.

For reservations and inquiries: (02) 531-6604



# Club Med Korea

## Special Package-Limited Sale: Bali, Cherating

Club Med, Premium All Inclusive holidays, promotes "Special Package" for specified dates in February. The package is available for Club Med resorts at Bali, Cherating Beach, Kabira Beach and Phuket. All inclusive service includes return flights, comfortable and luxury rooms, worldwide and traditional cuisine, variety of sports and activities, and drinks at open bars. The cheapest price of the package is 1,190,000 won and booking online gives a 2% extra discount, which offers dreamlike holiday at a better price.

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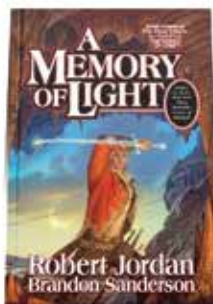
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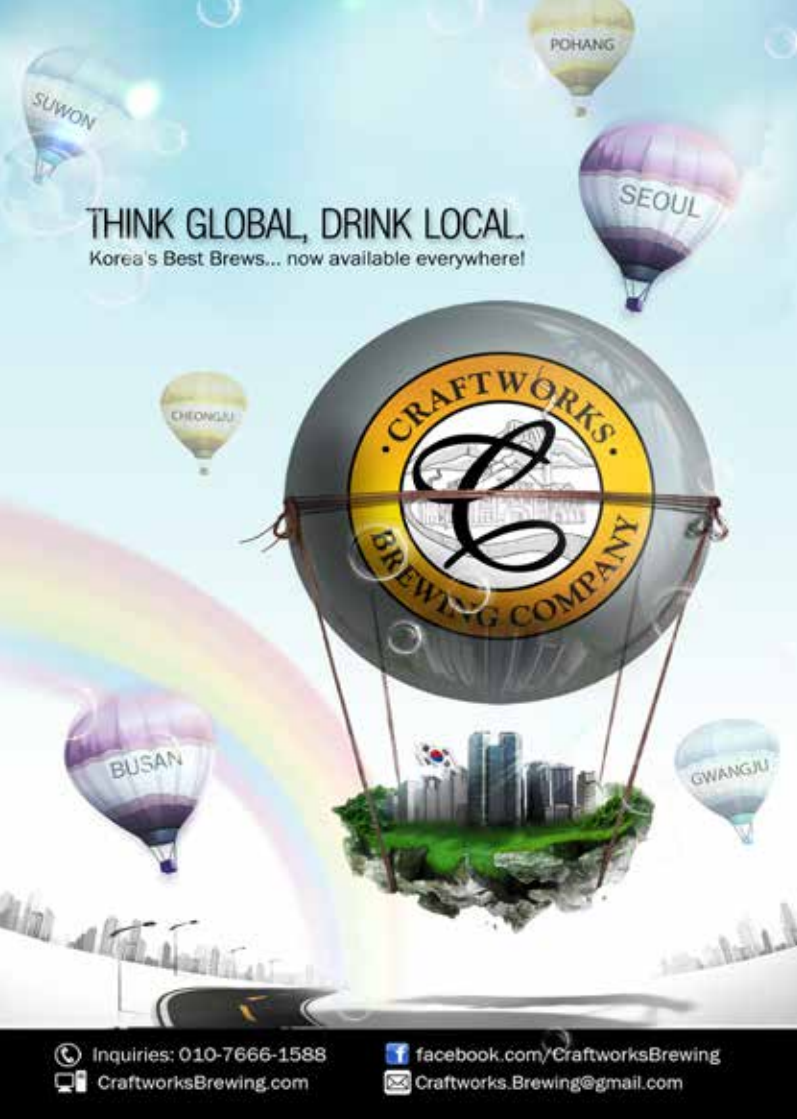
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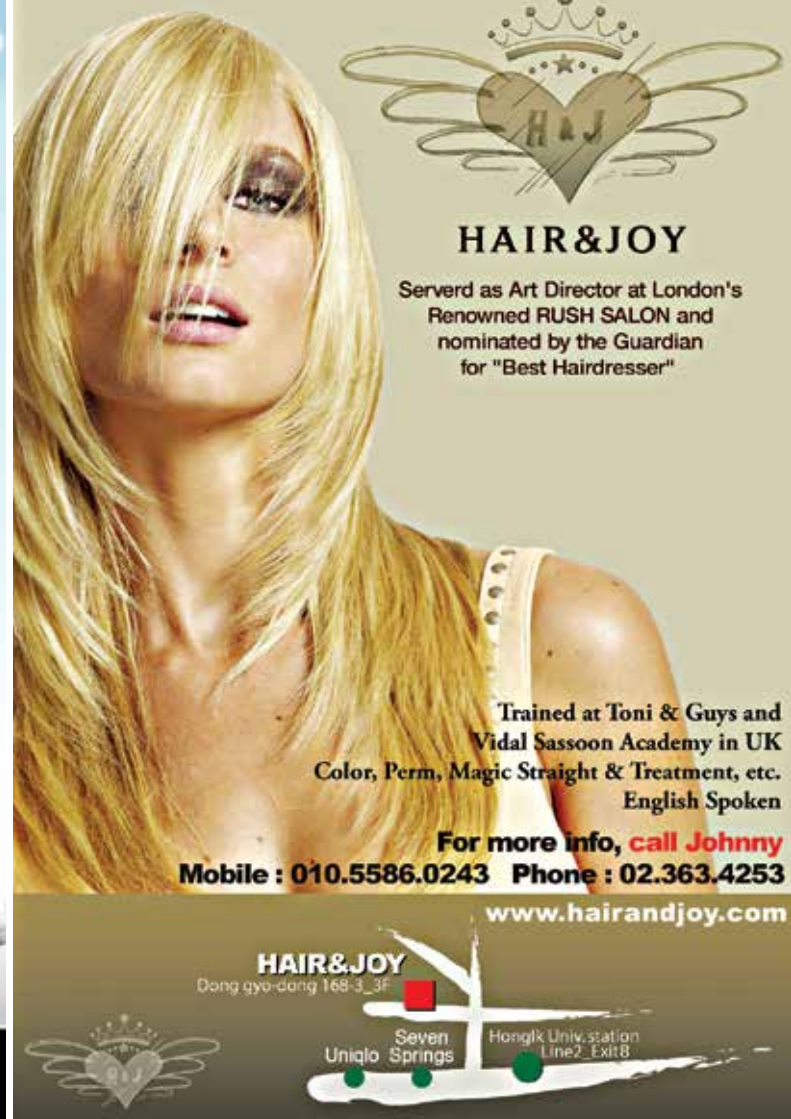


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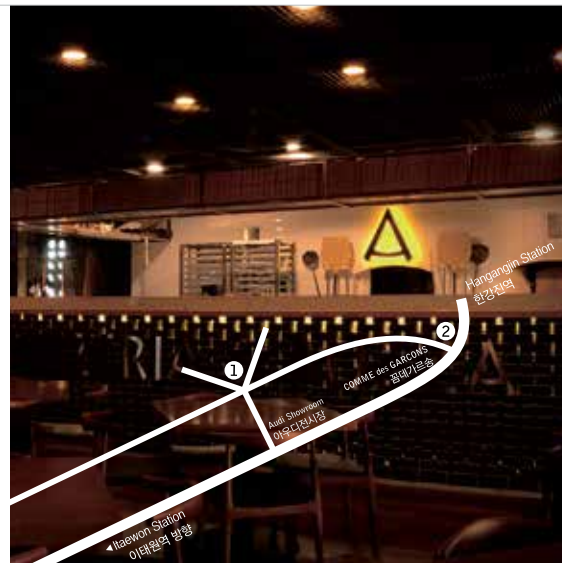
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## International Herald Tribune

THE GLOBAL EDITION OF THE NEW YORK TIMES

## KOREA JOONGANG DAILY

Thursday, March 31, 2011 (Vol. 1, No. 1,794) **SEOUL** ☁️ 8/6°C | **KOSPI** ▲ 2,002.98 (+1.08) | **KOSDAQ** ▲ 500.00 (+2.01) | **U.S. DOLLAR** ▲ 1,124.96 (+1.03) | **3-YEAR TREASURY** ▼ 3.86 (-0.04) | **KOREA**



U.S. President Barack Obama, right, greets with United Nations Secretary-General Ban Ki-moon in the Oval Office of the White House, Monday, to discuss the quake in Japan.

### Warship joins evacuation Ban Ki-moon meets Obama to discuss further actions

U.S. President Barack Obama and the government have agreed to send a warship to evacuate Japanese citizens from Japan.

Speaking to reporters, Ban Ki-moon said the mission was "extremely important." "The U.S. and Republic of Korea mutually agreed to join military cooperation," Ban Ki-moon said. "Both Korea and United States share common interests in the region and will cooperate to ensure the safety of the region."

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### U.S. has

WASHINGTON — Obama has no plans to send a nuclear warship to Japan after the earthquake and tsunami, the White House said. "Our policy remains a non-nuclear force," Robert Jones, deputy director of the National Security Council, said. "There is no plan to send a nuclear warship to Japan after the earthquake and tsunami."

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